

BAY REGION BUSINESS

Vol. 4

1947

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Number 1

Charles Gibbs Appointed to Statewide Agricultural Post

Appointment of Charles E. Gibbs, Agricultural and Legislative manager of the San Francisco Chamber of Commerce, as Executive Secretary of Associated Farmers, Inc. of California, was revealed today by Louis B. Lundborg, San Francisco Chamber Manager.

• "Gibbs is well qualified to fill this position," Lundborg declared, "having had excellent experience in all phases of the agricultural industry."

"His legislative activities for the Chamber also make him familiar with many state problems, giving him an excellent background for his new position in the agricultural field."

Gibbs joined the staff of the Chamber in October, 1944, as manager of the Agricultural Department. Prior to that time, he was assistant to the director of the California Farm Production Council.

Gibbs was a farmer for eight years at Walnut Grove. His further experience included acting as a buyer for San Francisco wholesale and packing companies; public relations and securities work for the Anglo-California Trust Company, and executive secretary of the Insurance Brokers Exchange.

S.F.-Havana Service Temporarily Resumed

Efforts of the San Francisco Chamber of Commerce to prevent total cessation of steamer service from San Francisco to Havana have been partially successful, according to Walter A. Rohde, manager of the Chamber's Transportation Department.

The United States Lines, through its subsidiary, the Panama Pacific Line, has announced that it will act as agent for a vessel, as yet unnamed, which will go on berth at San Francisco early in January and carry a full load to Havana from San Francisco and Los Angeles.

"This will relieve the accumulation of Havana cargo caused by the maritime strike and the decision of the Maritime Commission to abandon that service," Rohde declared. "In the meantime, the Chamber will continue its efforts to secure a regular dependable service."

Reduction in Reciprocal Tariff Rates Supported by S.F. Chamber

Support of the U. S. Government's program to further reciprocal reductions in tariff rates was extended this week by the Foreign Trade Association of the San Francisco Chamber of Commerce in a brief filed with the Committee for Reciprocity Information in Washington, D. C.



HENRY B. KING
President, Junior Chamber of Commerce

Henry King Heads Junior C of C; 1947 Officers Elected

Henry B. King of the W. P. Fuller & Company Sales Division has been elected president of the San Francisco Junior Chamber of Commerce to serve during 1947.

King succeeds Matthew C. Carberry, who recently was elected to the Board of Directors of the San Francisco Chamber of Commerce.

Other officers elected include: executive vice president, Harold S. Dobbs, of Lillick, Geary, Olson, Adams and Charles, Attorneys; vice president and treasurer, Albert C. Meyer, Bank of America; and vice president, Walter L. Jensen, Central Surety & Insurance Corp.

(Continued on page 4)

• Renewal of the Trade Agreements Act, which became effective June 12, 1934, carried with it grant of authority to United States trade agreement negotiators to effect reductions in U. S. tariff rates up to 50 per cent of the rates in effect on January 1, 1945.

In supporting the Government's program, the Foreign Trade Association is urging Washington officials to take action to secure further reciprocal trade concessions necessary to remove existing trade barriers. The Association requests a review of U. S. tariff rates on imports and the establishment of regulations to prevent discriminating treatment in matters of exchange, quotas or allocations.

The expansion of California's industries requires the opening of foreign markets to assure profitable operation, the Association maintains, and the continued duty-free entry of the imported goods necessary for the manufacture of California's products. Reciprocal concessions between the U. S. and foreign countries will help both American and foreign commerce, the Association states.

• "We believe that the Trade Agreements Act provides the best technique yet devised for obtaining tariff adjustments and removal of trade barriers to the advantage of our domestic welfare and our expanding world commerce," the statement continues.

"The conclusion of additional reciprocal trade agreements with foreign countries will assure removal of trade barriers and the opening of trade channels in behalf of the establishment of balanced economies at home and abroad. Expansion of international trade will be accompanied by an enlarged volume of production and distribution and of employment of the millions of workers at home and elsewhere throughout the world."

The 1947 Board of Directors of the SAN FRANCISCO CHAMBER OF COMMERCE



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Vice President and Treasurer
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Northern California Div. Manager
Fox West Coast Agency Corporation



BENJAMIN H. SWIG
President, Fairmont Hotel Co.



WARD C. WALKUP
President
Walkup Drayage Company

November Industrial Expansion . . .

—By the Chamber's Industrial Department

November industrial development in northern California and the Bay Region continued an upswing which promises to top 1945 figures, according to the San Francisco Chamber's Industrial Department.

November's tabulations totaled expenditures to represent \$8,452,000 in new plants and expansions for northern California, including \$7,314,000 for the Bay Region, bringing the yearly totals for the 11 months up to \$130,621,403 for northern California and \$110,539,590 for the Bay Region. Last year's figures for the same period were: northern California, \$126,456,045; Bay Region, \$108,007,820.

November 1946 projects and projects for the first eleven months of 1946 summarize as follows:

San Francisco	
November, 1946	
12 new plants.....	\$ 312,000
14 expansions.....	1,091,500
26 total,	
providing 221 jobs..	\$ 1,403,500
11 months, 1946	
118 new plants.....	\$ 4,674,500
152 expansions.....	9,562,300
270 total projects	
providing 3,082 jobs.	\$ 14,236,800
Bay Region (12 Counties)	
November, 1946	
42 new plants.....	\$ 3,673,000
34 expansions.....	3,641,000
76 total.....	\$ 7,314,000
11 months, 1946	
529 new plants.....	\$ 51,729,975
416 expansions.....	58,809,615
947 total projects.....	\$110,539,590
Northern California (48 Counties)	
November, 1946	
672 new plants.....	\$ 67,107,655
493 expansions.....	63,513,748
1,165 total.....	\$130,621,403

For comparative purposes, following is a summary for the first eleven months of 1945:

San Francisco	
104 new plants.....	\$ 11,284,300
115 expansions.....	4,818,850
219 total	
providing 5,064 jobs.	\$ 16,103,150
Bay Region	
316 new plants.....	\$ 44,316,700
274 expansions.....	63,691,120
590 total.....	\$108,007,820
Northern California	
390 new plants.....	\$ 60,300,300
314 expansions.....	66,156,620
712 total.....	\$126,456,020

Among the new developments for the Bay Area for November are:

- **A. La Rocca & Sons, San Francisco**, have been granted CPA permit for a new quick freeze plant for sea foods. The project will approximate \$130,000 in investments and furnish up to 40 new jobs.
- **Rath Packing Company, San Francisco**, will invest \$350,000 in modernizing and expanding meat products packing plant.
- **Giant Mill & Lumber Company, San Pablo, Contra Costa County**, is establishing a new lumber mill and molding plant at a cost of approximately \$300,000.
- **The Ligua-Zone Company, San Jose, Santa Clara County**, is completing plans for \$250,000 additional soap factory building on company's 5 acre site.
- **Poultry Producers of Central California, Petaluma, Sonoma County**, have been granted CPA permit to construct new egg processing building to cost approximately \$40,000.
- **Cameron & Company, Napa, Napa County**, plans erection of an additional factory building to cost approximately \$400,000. The company manufactures men's apparel.

Chamber Urges Action On City Fire Laws

Suggestions for a survey of present fire laws and fire conditions in San Francisco by the Board of Supervisors were endorsed last week by Brayton Wilbur, president of the San Francisco Chamber of Commerce.

• **Wilbur** commended the action of District Attorney Edmund G. Brown in bringing the matter to the attention of the Board.

"That a disaster similar to the Atlanta fire could occur just as easily in San Francisco is a terrifying thought. We must certainly should take all the steps necessary to prevent such a tragedy here," Wilbur said.

Carl J. Eastman, newly elected 1947 president of the Chamber, pledged the full support of the Chamber in any program of fire safety devised by responsible officials and experts in the field.

Eastman announced that the Chamber was discussing plans for the formation of a special fire committee to make safety recommendations.

Galbreath Elected President, Foreign Trade Association

Fred B. Galbreath, manager, Pacific Department, Marine Office of America, has been elected 1947 president of the Foreign Trade Association of the San Francisco Chamber of Commerce, it was announced today.

• **W. B. Gribble**, assistant manager, Export Department, W. P. Fuller and Company, was elected first vice-president; W. J. Gilstrap, assistant vice-president, Wells Fargo Bank & Union Trust Company, was elected second vice-president; and G. A. Gumbrecht, resident partner, Henry W. Peabody & Company of California, was named third vice-president.

Elected treasurer for the coming year was J. S. Curran, vice-president, Anglo California National Bank of San Francisco, while Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce, was re-named secretary.

Elected to the Board of Directors were: Ralph W. Dewey, Harry C. Dunlap, B. S. Fong, James C. Morrison, Daniel Polak, J. H. Rogers, Austin H. Roy, David Mann Taylor and Richard S. Turner.

Directors re-elected include: Frank Cook, A. Gempeler, R. H. Kahman, E. Russell Lutz, H. A. Magnusson, George H. Mahoney, M. J. McCarthy, R. J. Roelling and Harry R. Sims.

Bay Area Exports, Imports Lead West Coast for September

Value of imports and exports at the San Francisco-Oakland Customs District led the entire Pacific Coast during September, 1946, it was revealed today by the San Francisco Chamber of Commerce.

• **The report**, issued by the Chamber's World Trade Department, is based on figures released by the Bureau of the Census of the Department of Commerce.

Exports at the San Francisco-Oakland Customs District, amounting to \$22,305,000, accounted for 44.8 per cent of the total Pacific Coast exports. While the Pacific Coast area and entire nation experienced a slight decrease in export value and shipping weight in September, the value of the Bay Area's exports showed an increase of \$1,345,000 over August.

Value of exports at other Pacific Coast customs districts was as follows: Los Angeles, \$9,206,000; Oregon, \$8,940,000; Washington, \$6,881,000; and San Diego, \$2,446,000.

In value of imports, the San Francisco-Oakland Customs District led the entire Pacific Coast with trade amounting to \$10,439,000, or 40.4 per cent of the Pacific Coast total. These figures represent a decrease of \$724,000 under the August total of \$11,163,000.

Value of imports at other Pacific Coast customs districts was: Los Angeles, \$6,773,000; Washington, \$6,478,000; Oregon, \$1,237,000; and San Diego, \$944,000.

KING HEADS J. C.

(Continued from page 1)

Jack B. Crawford was reelected secretary-manager.

During the past three years King has been active in Junior Chamber activities which included chairmanship of the Speakers Committee, director in the State Junior Chamber of Commerce, U.N.O. Reception Committee, member of the Rehabilitation of Disabled Veterans project and vice president of the Junior Chamber in 1946. He began his career with W. P. Fuller & Company in 1930.

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Bay Region Business

PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, January 9, 1947

Number 2

General Business Activity

Thumb Nail Sketch: by the Research Department

• TREND

General business activity in San Francisco in November measured by the Chamber Index at 237.7, an all-time November high, was 6.2% above a month ago and 12.1% above a year ago. The eleven months' average at 212.7 was 6.6% above the similar period last year.

• CONSUMER PRICES

The sharp upward trend in consumer prices in San Francisco which began in June became more marked in October and November, with prices of all items in November reported by the U. S. Dept. of Labor as 3.7% above October and 18.0% above November a year ago.

November food costs increased 7.2% above October and 35.4% above November last year; clothing costs increased 0.1% and 11.7% respectively; house furnishings costs 1.8% and 5.7% respectively; miscellaneous costs 1.0% and 8.1% respectively. Cost of fuel, electricity and ice items held steady compared to October but was 11.4% below November last year due to the reductions in electricity and gas rates.

Consumer prices for the 11 months' average were up 7.2% for all items compared to the same period last year; food 13.1%; clothing 7.1%; rent 0.2%; house furnishings 11.8%; miscellaneous 4.0%; and fuel, electricity and ice down 7.2%. Reports from other sections of the country indicate that the consumer price rise is nationwide; in fact in some eastern key cities the increase has been greater than in San Francisco.

• WORLD TRADE

World trade in the San Francisco-Oakland Customs District at the end of the third quarter was well above last year. Exports for the 9 months were valued at \$232,310,000 compared to \$169,773,000 a year ago, or an increase of 36.8%. Imports for the same period amounted to \$70,194,000 compared to \$42,055,000 last year or an increase of 66.9%.

September exports amounted to \$22,305,000, accounting for 44.8% of the total Pacific Coast exports. September imports amounted to \$10,439,000, accounting for 40.4% of the Pacific Coast total. Both imports and exports in the Bay District lead all other Pacific Coast districts by a wide margin.

• MANUFACTURING

Employment and payrolls of production workers in the manufacturing industries in the San Francisco Bay Industrial Area during November were 38% and 48.8% respectively above November last year. Production workers totaled 118,110 of which 62,300 were in the durable goods industries and 55,800 in the non-durable goods industries.

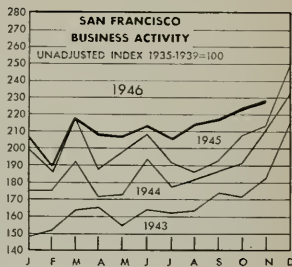
Average weekly earnings in all manufacturing industries amounted to \$51.17 in November compared to \$53.31 in October and \$47.44 last November. Average hourly earnings were \$1.365 in November compared to \$1.334 in October and \$1.210 last November. Average hours worked per week were 37.5 compared to 40 in October and 39.2 in November last year. Non-manufacturing industries' November payrolls in the laundry, cleaning and dyeing lines were up 3.5% compared to a year ago; wholesale trade 27.3%; retail trade 32.7%; and hotels 13.9%.

New industries and expansions in San Francisco in November reported by the Industrial Department of the Chamber totaled 26 valued at \$1,403,500, bringing the 11 months' cumulative to 270 valued at \$14,236,800. Reports for the Bay Area show 76 projects in November with outlays of \$7,314,000 bringing the 11 months' cumulative to 947 projects valued at \$10,339,500. The 11 months' cumulative for Northern California shows 1,165 projects with outlays of \$130,621,000.

	April 1940	Feb. 1946 (Postwar low)	Sept. 1946	Jan. 1947	Feb. 1947
Agriculture, Forestry and Fishing	272	304	477	300	255
Mining	48	36	37	37	37
Construction	119	151	185	170	170
Manufacturing	414	622	755	685	685
Transportation, Communications and Utilities	184	284	290	285	280
Trade	634	794	858	800	855
Service, including Finance	606	678	726	735	735
Government	257	455	428	415	410
Total Employment	2,514	3,324	3,756	3,487	3,457
Non-Agriculture	2,242	3,020	3,279	3,187	3,172

• BUILDING

A sharp rise in the November Building permits in San Francisco totaling 578 valued at \$4,651,724 carried the 11 months' cumulative to 7,573 valued at \$40,327,032. This was 50.6% in number and 182.5% in amount above the same period last year. Over half the November permits were accounted for by five large non-residential projects which included: Pacific Telephone and Telegraph Co. \$1,500,000, one church \$163,000, Western Merchandise Mart \$750,000, one bakery \$100,000, and Pacific Gas & Electric Co. \$75,000. Permits for new residential buildings in November totaled 167 and were valued at \$1,408,024 and provided for 207 dwelling units, thus bringing the 11 months' cumulative to 2,137 valued at \$15,201,918 and providing for 2,907 dwelling units.



• EMPLOYMENT

The California State Employment Service reported San Francisco total unemployment claims for week ending December 12, 1946 at 16,405, of which 7,233 were compensable. Although it is estimated San Francisco contains about 12% of the civilian non-agricultural workers of the State, the December San Francisco claims amounted to only 6.9% of the State's total claims.

Current estimates and forecasts of total civilian employment in California by industrial divisions reported to the Governor for several key periods were as follows (in thousands):

November Survey of Business Conditions in San Francisco

BRANCH OF ACTIVITY	NOVEMBER 1946	NOVEMBER 1945	PER CENT CHANGE	11 MONTHS 1946	11 MONTHS 1945	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY S. F. C. of C. Index 1935-39 Avg. = 100	237.7	212.0	12.1	212.7	199.5	6.6
CONSTRUCTION PERMITS						
Total (number)	578	545	6.1	7,573	5,028	50.6
Residential, New (value)	4,651,724	1,621,409	186.9	40,327,032	14,274,321	182.5
Dwelling Units (number)	167	143	16.8	2,137	1,447	47.7
Single-family Dwellings, New (value)	1,408,024	780,300	79.1	15,201,918	7,783,625	95.3
Dwelling Units (number)	207	145	42.8	2,907	1,825	59.3
Non-Residential, New (value)	1,353,024	764,111	76.9	12,530,838	4,886,475	156.4
Additions, Alterations & Repairs (value)	2,707,448	326,995	728.0	12,601,166	2,525,820	401.3
(number)	389	378	2.9	4,766	4,629	81.3
(value)	536,252	508,174	5.5	10,375,737	3,737,207	177.6
REAL ESTATE						
Sales (number)	d	1,596		15,353 k	14,744	
Mortgages and Deeds of Trust (number)	d	23,544,370		190,848,789 k	162,830,168	
(amount)	d	1,341		13,189 k		
(amount)	d	11,836,016		131,041,297 (k)		
RETAIL DEPARTMENT STORE SALES San Francisco (index)	315	276	14.1	240	201	19.4
FINANCE						
Bank Debits (\$000)	2,063,977	1,769,511	16.6	21,030,939	19,153,398	9.8
Bank Clearings (\$000)	1,637,850	1,379,305	18.7	16,349,377	14,238,702	16.2
Postal Receipts (\$)	1,351,187	4,812,618	-71.9	19,525,700	46,828,374	-58.3
San Francisco Stock Exchange, no. shares traded	897,957	1,212,752	-26.0	13,935,670	8,373,220	66.4
(market value)	13,523,748	20,740,451	-34.8	214,741,085	164,400,709	30.6
COMMERCIAL FAILURES						
Liabilities (\$)	0	1		999,358	184,576	
Assets (\$)	0	0		346,620	19,421	
EMPLOYMENT & PAYROLLS—Bay Area 5 Co.'s (a)						
Employment (index)	140.8	101.5	38.7	133.7	217.4	38.5
Payrolls (index)	232.3	156.1	48.8	219.4	404.3	45.7
NON-MANUFACTURING INDUSTRIES (5 Co.'s, b)						
Laundry, Cleaning, Dyeing (payroll)	165.8	157.1	5.5	169.1	156.1	8.3
Wholesale Trade (payroll)	186.8	146.7	27.3	173.1	150.7	14.9
Retail Trade (payroll)	205.3	154.7	32.7	174.9	140.6	24.4
Hotels (payroll)	250.6	230.1	13.9	234.4	205.0	14.3
PLACEMENTS IN SAN FRANCISCO—U. S. E. S., c)						
Industrial Placements (number)	4,167	6,208	-32.9	48,018	106,034	-54.7
Commercial Placements (number)	3,143	5,097	-38.3	37,002	92,687	-60.1
TRANSPORTATION						
Freight Car Movements (number)	22,059	23,467	-7.8	249,409	328,373	-24.2
San Francisco Airport Traffic (no. planes)	d	3,362		44,559 1	30,611	
Express Shipments—Rail (no. passengers)	d	43,500		706,847 (b)	808,185	
Air, (number)	375,995	433,313	-13.2	4,167,723	3,888,059	7.2
Air Mail Loaded (pounds)	21,463	16,504	29.6	191,972	122,255	57.0
WORLD TRADE						
Vessel Arrivals with Cargo (net registered tons)	166	244	-32.0	2,561	3,233	-20.8
Vessel Departures with Cargo (net registered tons)	753,559	1,048,227	-28.1	11,354,181	13,735,914	-17.3
Exports—Value (millions of dollars)	375.5 e	188.4 f	99.1	3,935,8 (g)	3,241	23.5
Imports—Value, Quantity (millions of dollars)	10,439 e	3,885 f	168.7	70,194 (g)	1,878.4 b	109.5
Quantity (millions of pounds)	89.6 e	72.0 f	24.4	763.1 (g)	606.4 h	25.8
UTILITIES AND NEW DEVELOPMENTS						
Electric Energy Sales Index (k.w.hrs.)	190	180	5.6	184	183	0.5
Industrial and Commercial Gas Sales (cu.ft.)	988,772,900	965,093,900	2.5	11,717,995,400	11,805,347,800	-0.7
Water Consumers (net gain)	226	273	-17.2	2,387	2,183	9.3
Tourist and Settler Inquiries (number)	167	126	32.5	3,521	1,371	156.8
DAIRY RECEIPTS, FRUITS AND VEGETABLES						
Butter (pounds)	2,151,535	2,158,994	0.4	19,508,628	44,043,942	-55.7
Cheese (pounds)	1,782,897	999,917	78.3	15,962,125	14,810,829	7.8
Eggs (cases)	91,948	75,966	21.0	1,046,317	1,350,241	-22.5
Poultry, Dressed (carlots)	4,679,301	4,454,685	5.0	25,019,648	23,312,481	7.3
Fruits and Vegetables (carlots)	1,640	1,900	-13.7	21,843	21,329	2.4
LIVESTOCK SLAUGHTER (b)						
(total number)	167,930	185,016	-9.6	2,187,011	2,769,911	-17.7
Cattle (number)	40,565	46,350	-12.5	455,952	476,960	-4.4
Calves (number)	9,171	14,041	-34.7	118,859	141,007	-15.7
Sheep and Lambs (number)	73,506	92,044	-20.1	1,142,943	1,249,115	-8.5
S. F. LIVING COSTS 1935-39 Avg. = 100						
Food (index)	205.2	151.5	35.4	167.0	147.7	13.1
Clothing (index)	161.7	144.7	11.7	152.8	142.8	7.1
Rent (index)	106.7	106.4	0.3	106.5	106.3	0.2
Fuel, Electricity and Ice (c)	82.3	92.9	-11.4	86.1	92.8	-7.2
Gas and Electricity (index)	72.7					
Other Fuel & Ice (index)	115.2					
House Furnishing Goods (index)	138.7	131.2	5.7	133.0	132.0	0.8
Miscellaneous (index)	143.9	131.2	8.1	137.8	132.5	4.0
All Items (index)	158.6	134.4	18.0	142.1	132.5	7.2

a) These data are based on reports submitted to the Division of Labor Statistics

and Law Enforcement State of California.

b) Federal Inspection—San Francisco District

c) Gas costs have declined since 1925 and electricity costs since 1921

d) Not available for survey

e) September 1946 latest available

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

f) September 1945.

g) 9 months cumulative 1946 latest available.

h) 9 months cumulative 1945 latest available.

i) 8 months cumulative 1946 latest available.

k) 8 months cumulative 1946 latest available.

"Looking Ahead in Aviation"

Facts About Aviation's Future by

SPONSORED BY:

San Francisco Chamber of Commerce
Bay Area Aviation Committee
San Francisco Commercial Club



Donald W. Douglas

President, Douglas Aircraft Company, Inc.

AT LUNCHEON IN THE COMMERCIAL CLUB
Thursday, January 23, 1947

SAN FRANCISCO CHAMBER OF COMMERCE

33 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$1.75 each at luncheon honoring Donald W. Douglas, on Thursday, January 23, 1947, in the San Francisco Commercial Club, at 12 noon.
Kindly enclose self-addressed envelope for forwarding tickets.)

(Telephone reservations accepted)

Name

Firm

Address

CHECK
ENCLOSED

** At Luncheon in*

The San Francisco Commercial Club

Price \$1.75 per plate
{ \$1.71 plus 4c tax }

**Tables are not reserved, but tickets must be purchased in advance. Members will be taken care of to the limit of capacity, but it will be to your advantage to make reservations early before ticket sales are opened to the general public.*

Civic Activities Honor Danish Cadet Training Ship

Arrival in San Francisco Monday of the Danish State Training Ship "Danmark" is being commemorated by a program of civic activities this week.

• The "Danmark," which left Copenhagen in September on its annual training cruise with cadets from the Danish Merchant Marine, was stationed in New London, Connecticut, during the war, where it was used by the U. S. Coast Guard as a training ship.

It arrived in San Francisco Monday morning, January 6, commanded by Captain Knud L. Hansen, and carrying ten officers, six non-commissioned officers and 115 cadets who are being trained in practical seamanship and navigation.

Waiting at the pier to welcome the ship was a Citizens' and Service Reception Committee, representing the Chamber, City Hall, Danish Consul General, the city's Danish Community, Marine Exchange, Junior Chamber of Commerce, United Seamen's Service, and representatives of the military and marine services.

• After being officially welcomed at the City Hall by Mayor Roger D. Lapham, officers and cadets of the "Danmark" visited the War Memorial Opera House and Veterans' Memorial Building.

Tuesday the group visited the Moore Shipbuilding and Drydock Company and at four o'clock were guests of honor at a cocktail party given by the San Francisco Chamber of Commerce, Junior Chamber of Commerce and Marine Exchange.

On Wednesday, members of the Citizens' and Service Reception Committee were guests of Captain Knud L. Hansen at a luncheon on board the "Danmark." That evening the officers and cadets of the "Danmark" were honored at a reception given by Axel S. Sporn-Fiedler, Danish Consul General in San Francisco.

Thursday will be devoted to a program of activities arranged for the group by San Francisco's Danish colony.

On Friday a caravan of cars will leave San Francisco on a tour of the East Bay, including the University of California, the California Nautical Academy at Vallejo, Mare Island, Napa and Sonoma.

Headed by Capt. Hansen, who will act as review officer, the group will spend Saturday in San Mateo, where they will review cadets of the U. S. Maritime Training School. They will also visit other spots of interest on the peninsula, including Stanford University.

Southwest Inaugurates New Valley Route

Operation of local feeder-line air service between San Francisco and Redding, California, will be inaugurated by Southwest Airways, Inc. on a regular schedule beginning tomorrow, January 10.

• To mark the occasion, the inaugural flight will carry mayors and chamber of commerce presidents from the seven communities on Southwest's new route. Upon arrival in Redding, the delegation will be guests at a dinner that evening given by the airline.

Representing San Francisco will be Mayor Roger D. Lapham and George G. Tenney, vice president of the San Francisco Chamber of Commerce, and chairman of the Chamber's Aviation Committee.

Communities which will be served directly on Southwest's new route include: San Francisco, Oakland, Vallejo, Sacramento, Marysville, Chico, Red Bluff and Redding. There will be two flights daily.

Outlook for Factories Promising in 1947

"The Outlook for 1947" was the subject of an address delivered last week at a joint meeting of the Napa Rotary and Kiwanis clubs at Napa by G. L. Fox, Manager of the San Francisco Chamber's Industrial Department.

• Prospects are promising for a continued high rate of industrial development throughout the San Francisco Bay Region, Fox said, pointing out many factors which indicate high employment, production and purchasing power throughout the year.

During the week, Fox also addressed the membership of the San Pablo Chamber of Commerce and this week spoke before the Polk-Van Ness Optimist Club in San Francisco. He stressed the importance of the economic report to be delivered to Congress by the President this week and explained the significance of the First Annual Report to the President by the Council of Economic Advisers created by the Employment Act of 1946.

Shell Oil Announces Expansion

Plant facilities of Shell Oil Company's Martinez refinery will be modernized at a cost of approximately \$650,000 to produce agricultural chemicals required to meet market demand in the western states, according to an announcement by the Industrial Department of the San Francisco Chamber of Commerce.

• This plant will produce insecticides, fungicides, germicides, herbicides, plant hormone sprays, etc. General contracting will be handled by Shell. The plant is in the final design stage.

CANCCOCE to Hold Meeting January 14

The first 1947 meeting of the Central and Northern California Chamber of Commerce Executives will be held Tuesday, January 14, at the San Francisco Commercial Club.

• Principal speaker will be Earl H. Kieselhorst, Bureau of Business Education, State Department of Education, who will offer information on how chambers of commerce can be of service to their retailer members. Discussion will follow Kieselhorst's talk.

A preview of the State Convention of the California Association of Chamber of Commerce Managers, which will be held at Santa Cruz, February 6, 7 and 8 will be given by John Rooks of Alameda, general chairman of the convention.

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Research Engineer to Demonstrate Wartime Radar in San Francisco

Radar—the electronic device which ranked second only to the atomic bomb in the list of the war's developments—will be seen in action in San Francisco Thursday night, January 16, beginning at 8:00 P.M.

• The demonstration will be directed by Dr. Phillips Thomas, research engineer of the Westinghouse Electric Corporation, before a meeting sponsored by the Electronics Section of the Industrial Department, San Francisco Chamber of Commerce, at the Main Auditorium, 9th Floor, Western Merchandise Mart, 1355 Market Street.

Many of the countless other "electronic cousins" of radar which have been harnessed as servants in the medical and industrial fields also will be included in the lecture, which is designed to explain in non-technical language the marvels of 20th century scientific achievement.

Among the startling demonstrations will be Dr. Thomas' "talking flashlight." Scientifically known as "light beam modulation," this development involves controlling the amount of current that flows through a flashlight bulb to vary the intensity of the light. To do this, a microphone is hooked to a special apparatus so that the human voice controls the amount of electric current going to the light.

The flashlight beam is focused on a distant photo-electric cell, amplified, and converted into sound which is a faithful reproduction of the voice speaking into the microphone.

Pointing out how development of heating with radio frequency fields, created by electronic transmitters, has progressed for such processes as plating tin and heat-treating steel, Dr. Thomas will show that in this field "the definite possibilities" for further developments of importance to home owners.

Chamber members are invited to attend the lecture and witness the demonstration.

Street Attending N. Y. Retail Convention

David P. Street, managing director, Retail Merchants Association of the San Francisco Chamber of Commerce, left yesterday for New York City to attend the convention of the National Association of Retail Secretaries and National Retail Dry Goods Association during the week of January 12.

• Street is a member of the Board of Directors of N.A.R.S., having been elected to that post at its 1946 convention.

Also attending the convention will be Paul M. Stull, managing director, Retail Dry Goods Association of San Francisco.



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Full Investigation of Trolley Wrecks Urged

A demand for a thorough investigation of the causes of recent San Francisco street car and bus accidents was made today by Henry E. North, chairman of the Traffic and Highway Committee of the San Francisco Chamber of Commerce.

• "It is imperative that stringent steps be taken to cut down the traffic accident rate in San Francisco. A complete investigation of the two accidents on Monday, January 13, is essential to the welfare of the citizens of this city. When the investigation is complete and the cause for the accidents determined, it is equally essential that stringent steps be immediately taken to prevent the recurrence of such accidents." North said.

Chamber President Carl Eastman also urged a thorough investigation of recent transit accidents, as well as renewed emphasis on observance of traffic safety rules by municipal railway employees. He also urged the Utilities Commission to redouble equipment inspection to prevent faulty equipment from being placed in use.

C of C Executive Named Head Second World Trade Institute

Serving as chairman of the second Institute of World Trade on April 10-11 will be Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce.

• The Institute is being jointly sponsored by the San Francisco Bay Area World Trade Promotion Committee, Extension Division of the University of California, and the Graduate School of Business Administration, Stanford University.

In discussing plans for the Institute, which will be held at the University of California's Extension School at 540 Powell Street, Eichholz said, "Success of the 1946 Institute led to the decision to hold a similar series of meetings this year. The 1947 Institute will consider and study the operation of the reciprocal trade agreements program and the proposed charter for the new international trade organization, under which our government hopes to develop the favorable conditions necessary for the expansion of world trade and world employment."

Also serving on the Committee will be Charles Romanowitz as vice-chairman; William L. Montgomery, Lyford M. Morris, Arthur B. Poole, and Ralph J. Boomer.

von Hafften to Handle C of C Agricultural, Legislative Work

Appointment of Alex von Hafften, Community Relations Counsel and Public Relations Representative of the California Chain Stores Association, to the staff of the San Francisco Chamber of Commerce, was announced today by Louis B. Lundborg, general manager of the Chamber.

Aviation Executive To Address Luncheon Here

Donald W. Douglas, president, Douglas Aircraft Company, Inc., will address a special luncheon meeting at the San Francisco Commercial Club, Thursday, January 23, according to an announcement by Carl J. Eastman, president of the San Francisco Chamber of Commerce.

• "Looking Ahead in Aviation" will be the subject of Douglas's speech.

The luncheon is being sponsored by the San Francisco Chamber of Commerce, the Bay Area Aviation Committee, and the Commercial Club.

Douglas's interest in aviation led him to resign from the United States Naval Academy to enter the Massachusetts Institute of Technology where, after completing a four-year course in two years, he became assistant instructor in aerodynamics.

• In 1915 he joined the Glenn L. Martin Company as chief engineer, contributing much to the design of the first Martin bomber. He left Martin in 1916 to become the top civilian engineer in the U. S. Signal Corps aviation projects. Returning to the Martin fold in 1917, he became vice-president of the company.

In 1920, with \$600 cash, he left Martin to move to California to build planes on his own. Here he became associated with David R. Davis in his design for a single-bay bi-plane, the "Cloudster." Realizing the military possibilities of the "Cloudster," he took the plans, specifications and photographs to the Navy Department where he was successful in convincing high Navy officials that the plane would make a torpedo bomber. His success with Navy contracts eventually led to the miracles of production which his plants accomplished in World War II.

In 1932 Douglas determined to enter the commercial transport field. The result of this 1932 decision was the DC-1, followed in close succession by the DC-2, and finally the famed DC-3, air-history making transport which became well-known to the air-traveling public.

• von Hafften will serve as manager of the Chamber's Agricultural Department and will be responsible for the Chamber's legislative activities in Sacramento.

A graduate of Stanford University, von Hafften worked his way through the University holding down a number of selling jobs in addition to serving as one of the advertising managers of *Chaparral*, Stanford humor magazine.

• Upon leaving the Stanford Graduate School of Business, von Hafften became associated with his father in the mining industry in Missouri. He came to San Francisco in 1941 to work for the Hartford Accident & Indemnity Company, later becoming Northern California Special Agent for the Fidelity and Surety Bond Department.

In 1943 von Hafften left the Hartford to become associated with the California Chain Stores Association as Community Relations Counsel and Public Relations Representative, where he remained for the past three and a half years.

As manager of the Chamber's Agricultural Department, von Hafften will direct the activities of its Agricultural Committee, continuing the Chamber's program of cultivating friendly relations with farmers throughout Northern California.

"von Hafften is particularly well qualified to handle this work," Lundborg declared, "because of his wide contact with civic leaders, businessmen and farmers throughout Northern and Central California. In his work with California Chain Stores Association he was responsible for relations with agricultural areas in the state and worked closely with those areas on problems affecting urban-rural relations."

von Hafften is a member of the San Francisco Advertising Club, American Marketing Association, and an active member of the Stanford Alumni Association, having handled special work in connection with Stanford Alumni Conferences in the past two years.

November Retail Sales Show Increase

Final reports from the Federal Reserve Bank for November reveal department store sales in San Francisco 19% above last November compared to increases of 21% in the Metropolitan Area, Northern California and California. Central Valley sales were up 22% and San Jose led all Northern California cities with a gain of 36%.

Retail sales of independent stores reported by the U. S. Bureau of the Census for October (latest available) reveal an increase of 10% in all lines over the preceding month and 21% increase over October last year. Only four major classifications—eating and drinking places, florists, jewelry and liquor (packaged goods) report decreases compared to last October. The percentage change in sales by Kinds of Business follow:

KIND OF BUSINESS	PERCENTAGE CHANGE IN SALES	
	October 1946 from October 1945	10 mos. 1946 from 10 mos. 1945
Food Group	18	16
Eating and Drinking	-9	-4
Liquor Stores (packaged)	-11	2
Florists	-9	3
Drug Stores	0	7
Dry Goods and Gen. Merchandise	28	9
Apparel Group	2	13
Jewelry Stores	-7	8
Automotive Group	129	90
Furniture-Household	62	42
Lumber, Bldg., Hardware	23	15
Miscellaneous	13	-3

The total number of outlets licensed in San Francisco to sell tangible personal property reported by the Board of Equalization on October 1, 1946 reached 23,217 or 374 outlets greater than on July 1, 1946.

Sales of independent retail stores in San Francisco during November, according to the latest Census Bureau report, were up 17% over last November, with the eleven months' cumulative up 19%. Sales in Oakland were up 23% and 19% respectively; in Berkeley 39% and 27%; in Palo Alto 33% and 42%; in San Jose 36% and 36%; and California as a whole 22% and 25%.

The trend of sales by kinds of stores is shown in accompanying table:

SALES OF INDEPENDENT STORES IN SAN FRANCISCO

KINDS OF BUSINESS	PER CENT CHANGE		
	Nov. 1946 from Nov. 1945	Nov. 1946 from Oct. 1946	11 Months 1946 from 11 Months 1945
All Kinds of Business	17	6	19
Department Stores	19	17	20
Food Group	20	8	16
Eating and Drinking Places	7	-3	4
Florists	11	3	2
Drug Stores	8	9	7
Apparel Group	2	7	12
Dry Goods and General Merchandise	38	18	10
Jewelry Stores	5	18	7
Automotive Group	96	11	91
Furniture-Household-Radio Group	70	3	44
Lumber-Building-Hardware Group	17	12	15
Miscellaneous	7	5	2

Fire Safety Committee Formed by Chamber; Bert Levit is Head

Organization of a Fire Safety Committee was announced this week by the San Francisco Chamber of Commerce.

● Bert W. Levit has been appointed chairman of the new committee by Chamber President Carl J. Eastman.

Promotion of New Products Announced by N. Y. Store

Introductory promotion of new post-war consumer products through its recently-established Division of New Merchandise Projects has been announced by Abraham & Straus, Inc., Brooklyn's largest department store.

● Purpose of this new project is to serve as a liaison between manufacturers, advertising agencies, distributors and store personnel to channel these new products to the respective merchandisers and buyers.

Manufacturers desiring further information on any phase of this marketing plan may write Peter Cogan, director, New Merchandise Projects, Abraham & Straus, Inc., Fulton Street at Hoyt, Brooklyn 1, N. Y.

Freight Car Situation Slightly Improved

San Francisco receivers of carload freight have been doing an exceedingly good business in recent weeks and the number of loaded cars on hand is currently greater than it has been even during the war years, according to Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce.

"This would be fine, except for the fact that over 700 of these cars have been on hand more than 48 hours," said Rohde. "While, in most instances, this is due to the fact that arrivals are in excess of the industry's ability to unload currently, the delay is a factor in the prevailing car shortage. Every effort should be made, both by shippers and receivers, to release cars more promptly."

Harold B. Mills, manager of the public affairs department of the Chamber, will serve as secretary of the committee.

Formed for the purpose of studying present fire laws and recommending needed changes, the first meeting of the committee is to be scheduled shortly.

Commenting on the new committee, Eastman said: "It is obvious to every citizen of the community that our present fire laws are in need of close scrutiny. We must take every step necessary to protect life and property in San Francisco from fire disasters similar to those which have struck other parts of the nation in recent weeks."

Bekins Elected Head, Bay Area Aviation Committee

Chester Bekins, Manager of the Berkeley Division of the Bekins Van and Storage Company, has been elected 1947 Chairman of the Bay Area Aviation Committee.

● He succeeds Edward V. Mills of San Francisco.

Fred L. Ellsworth, aviation representative, Shell Oil Company, was elected First Vice Chairman, succeeding Marsden S. Blois, Vice President, Bank of America.

E. H. Renzel Jr., of San Jose, was elected Second Vice Chairman, succeeding Bekins, who served in that position in 1946.

Kenneth R. MacDonald, manager of the aviation department of the San Francisco Chamber, was re-elected Secretary-Treasurer.

Commenting on the elections, the nominating committee highly praised the "splendid efforts and accomplishments of Edward V. Mills during the past several years."

New Censuses of Business, Manufactures Urged by CofC

Congressional appropriations for the re-instatement of censuses of business and manufactures was recommended today by the San Francisco Chamber of Commerce.

• A census of manufactures, ordinarily taken every two years, was last taken in 1939 by the U. S. Bureau of Census. A complete or sample census of retail and wholesale trade, which also was taken every two years, was last taken in 1940.

The information developed through these censuses is the only fully authentic information of its type, and is most valuable to business, to professional economists and statisticians, government agencies and chambers of commerce in business planning and development work, the Chamber maintains.

Because of the significant changes and phenomenal growth experienced by the Pacific Coast since the last censuses, the Chamber declared, it is necessary that these changes be properly measured and applied by means of up-to-date censuses.

Continued Development in Electronics Sought

Advantages of the San Francisco Bay Area as a location for plants to produce electronic devices are covered in detail in a special report on "The San Francisco Bay Region Electronics Industry," released today.

• This report was submitted to the San Francisco Chamber's Board of Directors at its last meeting by George C. Tenney, Chairman of the Chamber's Industrial Department Electronics Section.

The report consists primarily of two sections, one being a survey of the Bay Region electronics industry and those factors which have governed its history and growth and the other being a detailed index to Bay Region electronics manufacturers.

The Bay Region's strategic geographical location in reference to the electronics industry is explained in detail as well as characteristics of the market which may be most advantageously served from San Francisco.

• Detailed information is given concerning the pioneer part which the Bay Area has played in radio broadcasting and it is revealed that many of the devices which have been at the root of radar, television and other new sciences were originated in the Bay Region.

Electronic research facilities and personnel of the area are outlined in the 68-page document which was prepared by L. M. Holland, department Industrial Engineer.

Because of open capacity in existing electronic plants and many factors which are favorable to greater production, the department plans an aggressive campaign to increase employment in this new field during 1947.

W. P. F. Brawnner Heads S. F. Industrial Advisory Committee

W. P. Fuller Brawnner has accepted chairmanship of the San Francisco Chamber's Industrial Department Advisory Committee, according to Carl J. Eastman, President of the San Francisco Chamber of Commerce.

Area's Non-Metallics Industries to Have Greater Attention

Plans for the 1947 Mining Committee of the San Francisco Chamber of Commerce will be expanded to assure added attention to opportunities in the non-metallics field, according to an announcement today by Chamber President Carl J. Eastman.

• On recommendation of the Chamber's 1946 Mining Committee, representatives of various non-metallics industries in northern California and Nevada will be added to the group. Determined efforts will be made to stimulate the production of non-metallic minerals in the areas adjacent to San Francisco for processing in Bay Region factories.

According to a report by the committee to President Eastman, opportunities abound for greater production of non-metallics minerals and their processing in this area.

Landis Is 1947 Chairman, S. F. Municipal Conference

Election of 1947 officers of the San Francisco Municipal Conference was announced last week through the San Francisco Chamber of Commerce following the annual election meeting of the Conference.

• Philip F. Landis, partner, Hinchman, Rolph & Landis, was elected chairman; and James Hurst of James Hurst Company was elected to serve as vice-chairman of the Conference.

Re-elected secretary was David P. Street, managing director of the Retail Merchants Association of the San Francisco Chamber of Commerce.

• Brawnner is vice president and treasurer of W. P. Fuller and Company and first vice president of the San Francisco Chamber of Commerce. During the war, Brawnner became chief of production in the Army's Chemical Warfare Division in Washington, where he held a colonelcy. He is a former president of the San Francisco Junior Chamber of Commerce.

As chairman of the department's Advisory Committee which consists of the chairmen of the Manufacturers and Mining committees and the various sections operating on technical subjects through the Industrial Department, Brawnner will coordinate and expand the diversified activities through which sound factory development is being stimulated in the Bay Region.

Air Travel Commuter Book Offered to Public

Inauguration of a new plan for "Commuter Book" air travel was announced this week by Pacific Air Lines.

• Effective January 12, the airline began offering attractively bound booklets holding eight coupons to air travelers.

The coupons are good for eight one-way rides or four round trips between San Francisco-Los Angeles, Sacramento-Los Angeles or Los Angeles-San Francisco-Sacramento.

The commuter books have been designed particularly for business men who make frequent air trips between San Francisco, Los Angeles and Sacramento and represent a 17% saving over the standard fare between the cities.

The book of tickets is good for six months.

Electronics Lecture Tonight

Dr. Phillips Thomas, Research Engineer, Westinghouse Electric Corporation, will deliver a lecture tonight, beginning at 8:00 P.M., at the Main Auditorium of the Western Merchandise Mart, 1355 Market Street, under the auspices of the Electronics Section of the San Francisco Chamber of Commerce.

• All persons interested in electronic developments, including radar, are invited to attend the lecture, which will be fully demonstrated by special apparatus.

NOTES from WASHINGTON

From Washington Office
San Francisco Chamber of Commerce

• SURPLUS PROPERTY

The priority of small business to purchase surplus property is still in effect, War Assets Administration announced today in clarifying the status of the priority which had been in question since the first of the year.

The announcement was based on a letter from U. S. Attorney General Tom C. Clark, who stated in effect that the expiration on December 31 of the act creating the Smaller War Plants Corporation did not affect the function of purchasing surplus for small business by Reconstruction Finance Corporation.

Answering the question of whether "certain functions and duties relating to small business presently exercised by the Department of Commerce and RFC continued to exist," Atty. Gen. Clark stated:

"Although the Smaller War Plants Corporation expired, except for purposes of liquidation, on December 31, 1946, it is my view, after consideration of the applicable statutory provisions, that these functions and duties continue to be performed by the government agencies which now exercise them without the issuance of a further Executive Order."

• FHA POLICY CHANGES

The Federal Housing Administration today announced a series of changes in its procedures and policies with the aim of encouraging larger production of rental dwellings for veterans.

FHA Commissioner Raymond M. Foley said the State and District Directors of FHA are being provided with new facilities and expanded personnel to stimulate the immediate construction of rental housing, and he charged them with the responsibility of securing full cooperation of all branches of industry in order to accomplish the objective.

Under FHA's program, three broad avenues of approach will be used for obtaining additional rental units: (1) conversion of existing structures which will produce the quickest action at lowest cost and probably at lowest rentals; (2) construction of more two, three, and four-family units, considered the next speediest method and one which will broaden opportunities for builders and investors; (3) production of more large-scale rental structures.

Mr. Foley also called attention to several recent financial changes affecting rental housing:

The maximum shelter rent on new rental projects may now average \$80 monthly, in contrast to the previous ruling that \$80 per unit was the maximum rent. This will make units available to veterans at relatively low rentals, at rentals in the intermediate range, and up to the maximum.

Principal payments on rental housing mortgages have been reduced from a minimum of 2% to 1½% for the initial payment; this change has the effect of extending the average mortgage term by five years and of making lower rents possible.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6540—BLUE MOUNTAIN CLAY COMPANY, INC., Cotton Exchange Building, Memphis 1, Tennessee, seeking a distributor for their water and oil absorbent material. Would call on automotive parts, mill supply, oil and lubricant companies.

D-6541—FRED VARNEY & COMPANY, 2300 Olive Street, St. Louis 3, Missouri, desire manufacturer's agent for their two new lines—sporting goods and appliances. The appliance division includes International Telephone and Telegraph's Federal line of radios. Agents will be expected to make a complete coverage of the city.

D-6542—I. SEKINE COMPANY, INC., 232 Madison Avenue, New York 16, New York, wishes to contact representatives in this area that are interested in banding their toothbrushes.

D-6543—HARDEN AND GRANDE, 1717 S. E. 6th Avenue, Portland 14 Oregon, would like to represent local manufacturers of hardware. Have contacts with hardware jobbers and stores in Oregon and Washington.

D-6544—MASON, BEALL & HORTON, INC., 1752 Pontius Avenue, N. Los Angeles 25, California, seeking a salesman for their toys and games. Pay a basic salary, plus mileage, plus a bonus over certain fixed amounts.

D-6545—ELLIOTT AND ELLIOTT, Second Unit, Santa Fe Building, Dallas 2, Texas, interested in representing local manufacturers in Texas, Oklahoma, Kansas and Western Missouri. Seeking allied lines to go with their roof ventilators and metal furniture.

D-6546—SERVICE SALES COMPANY, 1341 Purcell Avenue, Dayton 10, Ohio, would like to represent local manufacturers in Ohio, Indiana, West Virginia, Pennsylvania and parts of Kentucky. Call on jobbers, department stores, furniture, hardware and electrical stores.

D-6547—WM. F. LANE COMPANY, 116 New Montgomery Street, San Francisco, California, seeking additional lines used in new construction and maintenance of related industrial insulation. Call on architects, engineers, general contractors, oil companies and utilities.

D-6548—B. B. RABIN COMPANY, 48 Summer Street, Boston, Massachusetts, interested in representing local manufacturers of gift items in the New England area.

D-6549—GENERAL DEVELOPING COMPANY, Ridgewood 27, New York, is granting distributorships of its "Comet-Car, delivery car and motor-wheel" with the condition that distributors agree to have the delivery car taken into production themselves on a royalty basis to the company.

D-6550—MR. CHARLES H. ZUCKERMAN, 931 So. Pelik Avenue, Los Angeles, California, would like to represent local manufacturers of consumer type lines in Southern California.

D-6551—FLOQUILL PRODUCTS, INC., 1993 Broadway, New York, New York, looking for commission sales representative for their office and school supplies. Person would call on industrial, hobbycraft, stationery, hardware, school and art supply companies, both wholesale and retail.

D-6552—SAM BAUMAN AND SON, 417 South Main Street, Memphis 3, Tennessee, would like to represent local manufacturers of building materials, hardware, paint and furniture. Cover Mississippi, Arkansas, Tennessee, Kentucky, Missouri and southern part of Illinois, calling on hardware, furniture, paint, department stores and factories.

D-6553—ANALYTE INSTRUMENTS INC., 1450 Broadway, New York 18, New York, seeking a representative for their analyte color comparator—an instrument that matches colors.

D-6554—C. M. GILES COMPANY, 2617—29th Avenue, West, Seattle 90, Washington, desire a manufacturer's agent to handle their egg buffer. Would call on seed, feed, hardware and paint stores.

D-6555—MARLIN E. COX COMPANY, 706 Union National Bank Building, Wichita 2, Kansas, would like to act as distributors for local manufacturers of building materials and hardware through the middle west.

D-6556—MASON-WILLIAMS COMPANY, 663 No. Wells Street, Chicago 10, Illinois, seeking a manufacturer's representative to handle their poker tables, novelty furniture and adult games. Would call on department, furniture, sporting goods, hardware, stationery and gift stores.

D-6557—I. W. BARNETT, INC., 350 Fifth Avenue, New York 1, New York, interested in representing local manufacturers of housewares and house furnishings in the New York area. Wants small items to be sold to chain stores.

D-6558—LOUIS SMIT & COMPANY, 7 West 44th Street, New York 18, New York, seeking a representative in California for their industrial diamond tools, metal bonded diamond grinding wheels and newly developed abrasive grinding wheel.

Chamber Recommendation on Building Code Accepted

A recommendation submitted by the San Francisco Chamber of Commerce and building industry to the Board of Supervisors, requesting further review of the proposed San Francisco building code by the Board's Judiciary Committee was accepted Monday by the Board of Supervisors.

● In a letter submitted to the Board, the Chamber had urged that the Board refer the proposed code back to the Judiciary Committee in order that all interested parties might carefully review with the Committee the controversial issues before presentation to the Board of Supervisors for final action.

While many sections of the proposed Code were clarified and amicably settled, the Chamber said, other sections including matters at issue were contained in the 45 pages of amendments which were released after the hearings were terminated.

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S. F. Chamber Asks Action on Traffic Plan

Recent traffic accidents in San Francisco point out the necessity for immediate action on the San Francisco Chamber of Commerce traffic plan, according to Henry E. North, chairman of the Traffic and Highway Committee of the Chamber.

● The Chamber's traffic plan was unanimously approved by the Board of Supervisors on November 4, 1946, and the Board at that time adopted the five-point program as "official policy."

One of the strongest recommendations in the plan was for the installation of a modern, co-ordinated traffic signal system of the red, amber and green light type throughout the downtown area.

Commenting on the recent street car accidents, North said: "One of the faults of our present traffic signal system is that there is no amber light to give motorist, street car operator or pedestrian a warning that the signal is about to change. Under the present system, it is a common occurrence for persons or vehicles to be caught in the middle of an intersection when the signal changes."

The other four points of the Chamber's traffic plan are: removal of outer street car tracks from Market Street and replace street cars with buses or trackless trolleys when available; increase in the one-way street system and further elimination of left hand turns in zone one (downtown area); stringent enforcement of existing traffic laws with special emphasis on parking regulations; and extension of the Stockton Street car line across Market Street.

S. F. Chamber Executives on CACOM Convention Program

Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, and Will Williams, Jr., manager of the Chamber's Publicity Department, will lead several sessions of the three-day convention of the California Association of Commerce Organization Managers at Santa Cruz beginning February 6.

● Lundborg will serve as session chairman on "Chamber of Commerce Membership Relations."

The "lead-off" address will be presented by Williams, who will discuss "The Personal Public Relations of the Chamber of Commerce Executive."

Among the chief topics on the agenda are: chamber of commerce membership relations, promotion publicity programs, methods of increasing chamber of commerce revenue, effective industrial promotion, chamber of commerce showmanship, and manager's personal public relations.

Russell E. Pettit, manager, San Jose Chamber of Commerce, is serving as program chairman of the convention.

New C of C Electronics Section Appointed; Tenney is Chairman

George C. Tenney, vice president of the McGraw-Hill Publishing Company, Inc., and a member of the San Francisco Chamber of Commerce Board of Directors, has been reappointed as chairman of the Electronics Section of the Chamber's Industrial Development Committee, according to an announcement by President Carl J. Eastman.

Full Membership of C of C Fire Safety Committee Announced

Appointment of members of the newly-formed Special Fire Safety Committee of the San Francisco Chamber of Commerce has been announced by President Carl J. Eastman.

● Bert W. Levit of Long, Levit, Cunningham & White, will serve as chairman of the committee, and Harold Mills, manager of the Chamber's Public Affairs Department, will serve as secretary.

Members who have been appointed are: Thomas Larke, Jr., insurance broker, vice-chairman; Robert L. St. Clair, Otis & Browne, Inc.; Robert Levison, Levison Bros.; Benjamin Swig, Fairmont Hotel Company; Richard Spier, Fox-West Coast Theatres Division Office; Robert Di Giorgio, Di Giorgio Fruit Corporation; John J. Conlon, Wells Fargo Bank & Union Trust Company; J. Francis Ward, architect; Charles Dreifus, Industrial Capital Corporation; Loren Bush, Board of Fire Underwriters of the Pacific; Harry Michelsen, architect; and Tremain Lond, Hotel Californian.

NAA Meets Tonight

The San Francisco Bay Area Chapter of the National Aeronautics Association will hold a meeting at 7:00 P.M., January 23, at Villa Chartier.

● Dr. Luis W. Alvarez, inventor of "ground control approach," will be guest speaker at the meeting.

Winner of the Collier Aviation Award, Dr. Alvarez was present at the bombing of Nagasaki and Hiroshima.

● Other members of the 1947 Electronics Section are as follows: Captain Alvin L. Becker, Electronics Officer, U. S. Navy, Mare Island; F. E. Bodine, Westinghouse Electrical Corporation; Donald I. Cone, Pacific Telephone and Telegraph Company; O. R. Doerr, Pacific Gas and Electric Company; John M. Kaar, Kaar Engineering Co.; Charles V. Litton, Litton Engineering Laboratories; J. A. McCullough, Eitel-McCullough, Inc.; David Packard, Hewlett-Packard Company; Colonel E. R. Petzing, Chief Signal Officer, U. S. Army, Presidio; Professor L. E. Reukema, Department of Engineering, University of California; H. C. Rubach, Baker & Co., Inc.; George R. Sommers, Sylvania Electric Products Inc.; Dr. Frederick E. Terman, Dean of the School of Engineering, Stanford University; Dr. Joseph M. Pettit, Department of Engineering, Stanford University; and E. A. Whitehead, General Electric Company.

HIGH SPOTS

SAN FRANCISCO
CHAMBER OF COMMERCE
CURRENT PROJECTS

January, 1947

● COPRA IMPORTS

Chamber taking action in Washington against proposed reduction in imports of Philippine copra urgently needed by cattle and dairy industry.

● HAVANA STEAMER SERVICE

Chamber seeking continued operation of steamer service between San Francisco and Havana until private operators are able to take over.

● FIRE SAFETY LAWS

Formation of Fire Safety committee underway to make safety recommendations necessary to bring city's fire laws up to modern standards.

● TRAFFIC ACTION

Follow up on Action program launched last October.

● COMMITTEES

Over 60 project committees being set up for 1947 work.

YOUR CHAMBER WORKS FOR YOU

SAN FRANCISCO TAX CALENDAR - FIRST QUARTER 1947

CITY - STATE - FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

CITY - STATE SECTION

Date	Interested Parties	Act Required	Responsible Agency
Jan. 1	Common carriers.	File report and pay tax on distilled spirit sales for November.	State Bd. of Equalization
1	Motor vehicle fuel distributors.	File return and pay tax for November.	State Bd. of Equalization
1	Motor vehicle owners.	License fee for calendar year payable at time of registration; delinquent February 4.	State Dept. of Motor Vehicles
15	Off-sales general licensees.	File report for quarter ending December 31 and pay required additional license fee.	State Bd. of Equalization
15	Common carriers.	File report of alcoholic beverages imported during December.	State Bd. of Equalization
15	Distilled spirits manufacturers, mfg. agents, wholesalers, rectifiers and brandy manufacturers.	File return and pay tax for December.	State Bd. of Equalization
15	Producers and wine mfgs. and importers.	File return and pay tax for December.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles.	Motor Vehicle Fuel License Tax File report for December.	State Bd. of Equalization
15	Retailers and purchasers of tangible personal property subject to tax.	File return and pay tax for quarter ended December 31.	State Bd. of Equalization
20	Motor vehicle transportation operators.	File return and pay tax for December.	State Bd. of Equalization
20	City property owners.	Second installment on Real Property Tax due and balance of Personal Property Taxes on secured roll due.	City Tax Collector
1-31	City owners of certain vessels.	File annual statement.	City and Co. Assessor
Feb. 1	Corporations.	File report of distributions from depreciation or depletion reserves.	State Fran. Tax Com.
1	Common carriers.	File report and pay tax on distilled spirits sales for December.	State Bd. of Equalization
1	Motor vehicle fuel distributors.	File return and pay tax for December.	State Bd. of Equalization
4	Motor vehicle owners.	Registration and license fees become delinquent.	State Bd. of Equalization
15	Common carriers.	File report of alcoholic beverages imported during January.	State Bd. of Equalization
15	Distilled spirits manufacturers, mfg. agents, wholesalers, rectifiers and brandy manufacturers.	File return and pay tax for January.	State Bd. of Equalization
15	Beer and wine manufacturers and importers.	File return and pay tax for January.	State Bd. of Equalization
15	Producers and brokers of motor vehicles.	File report for January.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles.	File report and pay tax for January.	State Bd. of Equalization
15	Persons whose fiscal year ended June 30.	Second installment of Personal Income Tax due.	State Fran. Tax Com.
20	Motor vehicle transportation operators.	File return and pay tax for January.	State Bd. of Equalization
Mar. 1	Common carriers.	File report and pay tax on distilled spirits sales for January.	State Bd. of Equalization
1	Motor vehicle fuel distributors.	File return and pay tax for January.	State Bd. of Equalization
1	City property owner.	File statement of all property owned at noon.	City and Co. Assessor

FEDERAL SECTION

Date	Interested Parties	Act Required	Responsible Agency
Jan. 1	Employer and employee.	Employee file with employer any change in exemption status as related to withholding tax on personal income.	Collector of Int. Rev.
10	Employer.	Payments to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month with accounting for stamps for stamp tax purposes.	Collector of Int. Rev.
15	Individuals.	Make final payment of 1946 estimated tax by individuals previously making declarations.	Collector of Int. Rev.
15	Farmers and others.	Complete payment by those making first declaration.	Collector of Int. Rev.
15	Shareholders and officers of foreign corporations.	File separate information returns when connected with foreign corporations that are foreign personal holding companies.	Collector of Int. Rev.
15	Depositors.	File statement and record on sale of stamps.	Collector of Int. Rev.
31	Employer.	Last day to furnish employee a written receipt (W-2) of amount withheld in 1946.	Collector of Int. Rev.
31	Retailers, amusements, mfrs., cabarets.	File returns for preceding month and pay tax due for admissions, dance and miscellaneous taxes including Retailer's Excise Tax.	Collector of Int. Rev.
31	Employer.	Last day to file last quarterly return of amounts withheld at source (Form W-1) with copies of W-2A issued during the year and W-3's.	Collector of Int. Rev.
31	Employer.	File quarterly return and make payment of taxes withheld during preceding quarter.	Collector of Int. Rev.
Feb. 1	Corporation with tax-free covenants.	Last day to file certificate of exemption from withholding for interest of corporate obligations issued prior to 1/1/34 containing tax-free covenants.	Collector of Int. Rev.
1	Corporations.	File return on non-taxable corporation distributions.	Collector of Int. Rev.
10	Employer.	Payment to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stocks and bonds transactions for preceding month accounting for stamps for stamp tax purposes.	Collector of Int. Rev.
15	Owners of foreign assets.	File return of information as to foreign assets paid.	Collector of Int. Rev.
15	Osteensible owner of income.	File return of information as to actual owner of income.	Collector of Int. Rev.
15	Legal agent.	File return of information on distributions in liquidation.	Collector of Int. Rev.
15	Employer.	Last day to file information returns of dividends, salaries and other payments (Forms 1099 and 1046).	Collector of Int. Rev.
28	Retailers, amusements, mfrs., cabarets.	File return for preceding month and pay tax due for admissions, dance and miscellaneous including Retailer's Excise Tax.	Collector of Int. Rev.
Mar. 1	Certain foreign corporation shareholders and officers.	File separate information returns.	Collector of Int. Rev.
1	Employers on calendar-year basis.	Last day to make 1946 contributions to employee's trust for employer on accrual-basis for calendar-year.	Collector of Int. Rev.
10	Employer.	Payment to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stocks and bonds transactions for preceding month accounting for stamps for stamp taxes.	Collector of Int. Rev.
15	Corporations, estates and trusts.	Quarterly payments due on 1946 income tax for corporations, estates and trusts reporting for calendar year.	Collector of Int. Rev.
15	Individuals (except farmers).	File declaration and make payment of one-fourth of 1947 estimated tax.	Collector of Int. Rev.
15	Individuals.	Last day to file personal income tax returns calendar year 1946 (Form 1040) and make final payment.	Collector of Int. Rev.
15	Partnerships.	File return for year ended Dec. 31, 1946.	Collector of Int. Rev.
15	Gifts.	Last day to file gift tax return and make payment if gift made in 1946 and amounted to more than \$3,000.	Collector of Int. Rev.

LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco.	City Hall, Civic Center	HEmlock 5200	California State Franchise Tax Commissioner.	540 Van Ness Avenue	UNderhill 7234
Tax Collector, City and County of San Francisco.	City Hall, Civic Center	HEmlock 2121	California State Motor Vehicle Dept.	160 South Van Ness Ave.	MARKet 4820
California State Board of Equalization.	State Bldg., Civic Center	UNderhill 8700	U. S. Collector of Internal Revenue.	100 McAllister St.	KL 2-2833

Balance of Quarterly Calendar will appear in next week's issue of Bay Region Business

Presenting JOHN W. SNYDER

Secretary of the Treasury

AS HONORED GUEST AND SPEAKER

AT A SPECIAL LUNCHEON

IN THE COMMERCIAL CLUB

Monday, February 10, 1947

SPONSORED BY:

SAN FRANCISCO CHAMBER OF COMMERCE
SAN FRANCISCO COMMERCIAL CLUB

SAN FRANCISCO CHAMBER OF COMMERCE

33 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$1.75 each at
luncheon honoring John W. Snyder, on Monday, February 10,
1947, in the San Francisco Commercial Club, at 12 noon.

Kindly enclose self-addressed envelope for forwarding tickets.)

(Telephone reservations accepted)

Name

Firm

Address

CHECK
ENCLOSED

**At Luncheon in*

The San Francisco Commercial Club

Price \$1.75 per plate
{ \$1.71 plus 4c tax }

**Tables are not reserved, but tickets must
be purchased in advance. Members will
be taken care of to the limit of capacity,
but it will be to your advantage to make
reservations early before ticket sales are
opened to the general public.*

Bay Area Exports, Imports Show Sharp Drop During October

Effects of the maritime strike in the San Francisco Bay Area were reflected in decreased exports and imports at the San Francisco-Oakland Customs District during October, it was revealed today by the San Francisco Chamber of Commerce.

● The report, issued by the Chamber's World Trade Department, is based on figures released by the Bureau of the Census of the Department of Commerce.

The Pacific Coast area experienced a greater proportionate decline in export trade during the month of October than any other area, the shipping weight and value of exports dropping 46 per cent and 60 per cent respectively.

Value of exports at the San Francisco-Oakland Customs District fell to \$3,600,000 from \$22,300,000 in September, 1946, while the value of exports at Los Angeles Customs District dropped to \$3,400,000 from \$9,100,000 in September.

● Washington led the Pacific Coast in value of exports, with total shipments amounting to \$9,500,000. Value of exports at other Pacific Coast customs districts was as follows: San Diego, \$2,600,000; and Oregon, \$600,000.

Washington also led the entire coast in value of imports during October, with total shipments amounting to \$7,400,000, while a drop in imported commodities was experienced by both San Francisco and Los Angeles. Value of Bay Area imports fell to \$3,500,000 from \$10,400,000 in September, while imports at Los Angeles declined from \$6,800,000 in September to \$5,100,000 in October. San Diego reported imports valued at \$1,200,000, while Oregon Customs District imports were reported at \$700,000.

Tenney, Mills Represent Cof C on Area Aviation Group

George C. Tenney, chairman of the Aviation Committee of the San Francisco Chamber of Commerce, has been appointed to represent the Chamber on the Bay Area Aviation Committee. ● E. V. Mills, Controller-Treasurer, Fireman's Fund Ins. Co., and local aviation leader, who headed the Bay Area Aviation Committee during 1946, will serve as alternate to Tenney.

Additional Havana Ship

The crisis which loomed up in December as a result of the Maritime Commission's decision to withdraw all services to Havana, Cuba, is being met by the Panama Pacific Line, according to information received by Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce.

● "A full cargo for Havana is being assembled for a vessel scheduled to depart from San Francisco January 28," Rohde said. "The line will also act as agent for an additional vessel to go on berth early in February."

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbrook 4511, Ext. 18. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

CABLE INQUIRY

6421 HONG KONG—The following cable was received a few days ago: "We are interested in Army and Naval khaki twills and indigo. Please contact manufacturers exporters in S.A. for samples (CIF prices, details. Reply Fuson Yunnan Fu Shing Trading Co., 44 Wing Lok Street."

EXPORTERS

6422 BOLIVIA—Herbert Putziger, Casilla 192, La Paz, desires contact with flour and flax mills interested in exporting their products.

6423 CEXLON—Rodrigo & Fernando, P.O. Box 368, Colombo, want fresh fruits and vegetables.

6424 CHINA—Wu Veng Kee Paper Co., 316/10 Peking Road, Shanghai, want all kinds of paper, such as cellophane, glassine, parchment, cardboard, aluminum foil, etc. Cable "WUVENKEE."

6425 CHINA—Horn Trading Co., 17 Canton Road, Shanghai, are interested in aniline dyes and black sulphur. Cable "HONGKO."

6426 CHINA—Sino-American Economic Service, room 414, No. 384 Peking Road, Shanghai, need 1,333 short tons monthly of corn (20,000 piculs Chinese weight). Cable "SAES."

6427 COLOMBIA—H. Goldstein, Av. Caracas 23-55, Bogota, wants women's clothing and accessories; also, custom jewelry, novelties, cigarette lighters, cigars, embroidery, silk yardage and gift articles.

6428 CZECHOSLOVAKIA—Ernst Lampl, Praha 1, Masna 3, Prague, want all kinds of pharmaceutical supplies, especially penicillin, sulphanamide and similar types of drugs.

6429 DENMARK—H. A. Moller, 4 Vestre Blvd., Copenhagen, want fresh fruits and vegetables. Write direct or inquire at Royal Danish Consulate, 200 Bush.

6430 EGYPT—Joseph G. Carbone, P.O. Box 941, Alexandria, is a stamp collector, wants: typewriters and calculating machines, luxury and novelty articles such as vanity cases, and Nylon hand bags fashionably finished.

6431 FRANCE—Leon Rozenberg, 66 rue du cardinal lemoine, Paris V, wants all kinds of dried, canned food, fruits and vegetables.

6432 GERMANY—Max H. Brauns, Uebersetzungsburo, Lokstedt 1, Clematisweg No. 6, Hamburg, wants all kinds of foodstuffs, especially alumnem products.

6433 HONG KONG—Lee Kee Hong, 182 Des Voeux Road C.L. needs fresh fruits, especially "Sunkist" oranges and apples; all kinds of chemicals and dyes, especially caustic soda and sulphur black; paper and old newspapers, all kinds of piece goods and textiles, cigarettes, matches, nails, metal sheeting and rods, leather and plastic goods. Cable "LIKEPROFIT."

IMPORTERS

6434 ARGENTINA—J. Diez Martin, calle Congreso 47-99, Villa Ballester, Prov. de Buenos Aires, manufactures rubber and leather goods, especially garters, suspenders and good quality belts. Would like to hear from importers or wholesalers interested in such a merchandise.

6438 ARGENTINA—Luis M. Viacava, calle Jose M. Moreno 126, Buenos Aires, exports all kinds of ladies' leather handbags and cbamois bags, bill-folds, gloves and cork-soled shoes.

6449 ARGENTINA—Carlos B. Prelocher, Sarmiento 459, piso 40, Buenos Aires, sells all kinds of cattle casings, hides, leathers, wool in its various grades and kinds, dried and fresh fruits, vegetables, seeds, grain, foodstuffs, spices and greases. See price list at World Trade Dept.

6450 AUSTRALIA—Heine Brothers (Australasia) Pty. Ltd., Queensland Nat'l Bank Chambers, 281 Collins Street, Melbourne C.I., sells malted milk, canned meat and butter, jams and jellies and other various dairy products. Analysis and price lists on file here.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lists of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6559—NORTH CENTRAL MERCHANDISING COMPANY, INC., 310 Test Building, Indianapolis 4, Indiana, interested in representing local manufacturers in Indiana, Ohio and Kentucky. Contact grocery, hardware, department stores and filling station dealers. Have own warehouse facilities.

D-6560—OSCO MOTORS CORPORATION, Philadelphia 34, Pennsylvania, seeking a distributor for their gasoline and Diesel marine propulsion engines of 15 to 150 horsepower. Award exclusive territorial franchise to stock carrying distributors.

D-6561—WILLOW GROW MACHINE SHOP, 73 N. York Road Rear, Willow Grove, Pennsylvania, looking for a distributor to handle seashore, beach and bathers' equipment.

D-6562—MR. RUDOLPH OPPENHEIM, 561 West 140th Street, New York 31, New York, would like to represent local manufacturers of sportswear, playshoes and novelties to the East.

D-6563—H & L MANUFACTURING COMPANY, 2511—24th Street, San Francisco 10, California, seeking a distributor who would also take care of the advertising of their cleaning compound.

D-6564—CAL-FIN COMPANY, 1128 Mission Street, South Pasadena, California, looking for an agent for their refined tubing used in air conditioning equipment, refrigeration coils, steam radiators, unit heaters, unit coolers.

D-6565—J. D. TODD SALES COMPANY, 710 S. E. Grand Avenue, Portland 4, Oregon, interested in representing local manufacturers of sporting goods and sporting equipment in Oregon, Washington, Montana and Idaho. Sell only to wholesalers and jobbers.

D-6566—THE GREAT WEST SALES COMPANY, 2025 Smith Tower, Seattle 4, Washington, would like to represent local manufacturers in the Washington and Oregon area.

D-6567—MISS MARTHA F. GROSS, 222 West Adams Street, Chicago 6, Illinois, interested in representing local manufacturers of stationery, gifts, and small household items in the Chicago area. Calls on jobbers, mail order houses, department stores, gift shops and premium outlets.

D-6568—HOOVER—FARMER, 1741 Gaylord Street, Denver 6, Colorado, would like to act as representatives for local manufacturers of oil line products in the Rocky Mountain Area.

D-6569—GARIACRES, Burton, Washington, seeking additional food products to handle along with their garlic. Operate through 102 produce wholesalers in seventeen states as far east as Minnesota, south into Central California and the southern tier of Provinces in Canada, as far east as Winnipeg. Call on wholesale produce houses and dry line grocery jobbers and wholesalers.

D-6570—THE ARRO SALES ASSOCIATES INC., 500 Peoples Bank Building, Cincinnati 2, Ohio, represent several manufacturers and looking for salesmen in this area to handle hardware, houseware, toys and similar items. Commission rates.

D-6571—RICHARD M. NELSON, JR., 1107 Real Estate Trust Building, Philadelphia 7, Pennsylvania, represents a manufacturer in Switzerland of watch jewels and phonograph needles, both sapphire-tipped and steel. Seeking a distributor on the West Coast.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Will Williams, Editor, Telephone EXbrook 4511. (Subscription: One Dollar a year included in Annual Directory.) Entered as Second-Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.



Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, January 30, 1947

Number 5

ANNUAL REPORT ISSUE

"Peace and Progress"

... A message about our successful year of 1946

BRAYTON WILBUR

1946 President, San Francisco Chamber of Commerce



It was a real pleasure and privilege to be the president of your Chamber of Commerce in 1946; and it was an education for me in the vastly ramified activities of your Chamber.

This report tells you a few of the things we did last year—not in a spirit of boastfulness; but as a report to you on the returns from your investment.

I am sure you will agree these activities of your Chamber have been of indispensable service to the City and the Area.

As president of the Chamber I was close to the "inside" of many things which were done; and, on the basis of that experience, I can tell you that the volunteer committee workers and professional staff of your Chamber deserve the fullest credit for a year of successful accomplishment.

Now that 1946 is past history we can add up the total; and I think the balance is in our favor, whatever the difficulties and disappointments may have been.

With such a record we can be certain that this year of 1947 will bring even greater things under the able leadership of the man who had so much to do with the high quality of our work in the year just past, Carl J. Eastman, your new President. To Carl and the rest of you I wish the best of everything and convey my heartfelt thanks for the help which you have given to your city and to me in the past year.

The Work of Your Chamber in 1946



Committees

Agricultural Committee
Committee on Appeals
Arbitration Committee
Aviation Committee
Domestic Trade Committee
Executive Committee
Finance Committee
Industrial Development and Advisory Committee
Apparel and Textile Section
Electronics Section
Iron and Steel Section
Non-Ferrous Section
Sites and Building Section
Special Projects Section
Insurance Committee
Manufacturers Committee

Merchant Marine and Harbor Committee
Mining Committee
Municipal Affairs Committee
Naval Affairs Committee
Nominating Committee
Tax Committee
Traffic and Highway Committee
Transportation Committee
United Nations Headquarters Committee
World Trade Executive Committee
European Affairs Section
Hawaiian Affairs Section
Importers Section
Inter-American Affairs Section
Maritime Affairs Section
Pacific Area Affairs Section
Trade Promotion Section

A Year of Accomplishment by Chamber Committees and Staff

On January 1, 1946, the presidency of the San Francisco Chamber of Commerce was assumed by Mr. Brayton Wilbur, president of Wilbur-Ellis Co. and past chairman of the Chamber's World Trade Committee.

"I feel it has been a good year," Wilbur says, "and the reason for my feeling is the splendid record of accomplishment by the various committees and departments of the Chamber."

Wilbur was immediately preceded in the presidency by Dr. Henry Grady, under whose regime the United Nations Conference on International Organization was held in San Francisco, and by a long line of distinguished San Franciscans.

Wilbur carried forward the vigorous sales program of his predecessors as well as the program of community leadership and vision.

Most outstanding, of course, was the campaign under the chairmanship of Walter A. Haas to bring United Nations Headquarters to San Francisco. It was a campaign marked by subtle but forceful "salesmanship" and conducted with the same gracious finesse that marked the city's hospitality to UNCIO.

● **Result of this policy** is that, although this area was not chosen as UN headquarters, it has won the es-

teem and friendship of many of the most important personages in all the nations of the world, as well as gaining invaluable national attention and prestige.

Another "sales campaign" was conducted early in the year to add more members to the Chamber, thus broadening its base of community support and adding to its resources. The success of this campaign is shown by its addition to the roster of 500 members, making the San Francisco Chamber second largest in the nation.

A six point immediate action traffic program was developed directly as the result of Wilbur's interest and encouragement.

This program gained the support of various community agencies concerned in the traffic problem and was adopted by the Board of Supervisors as official policy. Work has actually begun on several points in this program and the coming year will see further progress in solution of this problem along lines of the program "for the future" also developed under Wilbur's direction.

● **Leadership** by the Chamber in organizing and preparing a presentation to a special army and navy joint board of inquiry on possibilities for a

second Bay Crossing resulted also from the action of Brayton Wilbur.

A world trader by vocation, Wilbur took the lead in organizing conferences, institutes, and forums on world trade and in promoting trade expansion.

An organizer or leader may be measured by the inspiration he gives to the associates who work with him.

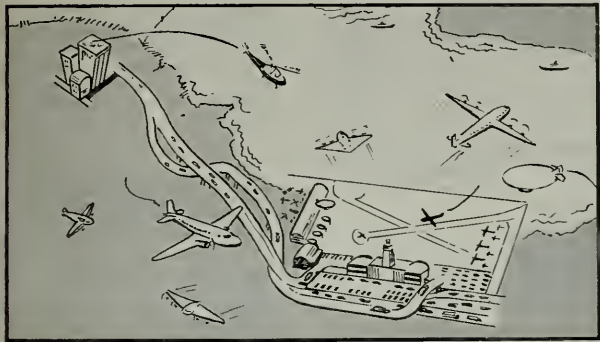
Seen in this light, it is sufficient tribute to Wilbur's presidency to recount the accomplishments and activities of the Chamber's Board of Directors, committees, and staff.

UN headquarters campaign, membership increases, traffic action, world trade expansion and promotion are but a few of the Chamber's accomplishments during the past year. In addition millions of dollars in new industry was brought into the area, aid in problems of reconversion to peacetime production, development of markets and friendly relations with our domestic trading area, progress toward Bay Area unity, development of friendly relations with farmers and agricultural areas, action in Sacramento and Washington on problems of direct concern to San Francisco business, cultivation of friendships in the neighborhoods of the city itself, and work with retailers and transportation and distribution businesses all were undertaken during the past year.

● **Testimony on Geneva Freight Rate Reduction** at official hearings, development of a Master Airport Plan, inauguration of a weekly series of business radio programs, a special study of the housing problem, relief of congestion in the customs house by seeking adequate facilities at the Appraisers Stores Building, drive to get more steel for Bay Area fabricators and contractors, a program to solve problems of water pollution, decentralization of C.P.A. authority and increases in construction quotas, freight rates reduction, a directory of manufacturers and wholesalers, goodwill trips to neighboring communities, discontinuance of trucking restrictions, opposition to reduction of copra imports, continued operation of steamer service between San Francisco and Havana, formation of a fire safety committee—these are a cross section of the projects successfully undertaken by the Chamber in 1946.

In the words of President Wilbur, "it was a good year."

Aviation Development for the Area



Development of Bay Area aviation, which is the major objective of the Chamber's Aviation Department, involves not only the planning and location of airports, but the scheduling of airline services, legislative action, and many other functions.

Agriculture

Upon termination of the war, the Agricultural Committee of the San Francisco Chamber of Commerce resumed its program to establish new markets for northern California's farm products.

● **Number One** project of this Committee has been the creation of a new wholesale produce market at the present site or in a new location. Completion of this program moved closer with the recent incorporation of the produce dealers.

Also high on the Chamber's program of activities was its participation in the Grand National Livestock Exposition which was resumed last fall after a lapse of six years. As a result of a campaign launched by the Committee in conjunction with the directors of Cow Palace, forty calves were purchased by San Francisco business firms for donation to 4-H Club members and Future Farmers in Northern California.

Cooperation with agricultural areas was extended by the department under management of Charles Gibbs, who left at the year's end to join the Associated Farmers. He is succeeded by Alex von Haftten, former Community Relations Counsel for the California Chain Stores.

The following committees were served by the Aviation Department Manager:

- Aviation Committee (George C. Tenney, Chairman).
- Municipal Affairs Committee (Lloyd E. Graybiel, Chairman).

In addition, the Aviation Department Manager served as secretary to the following independent committee:

- Bay Area Aviation Committee (Edward V. Mills, Chairman).

The following committees were served by the Agricultural Department Manager:

- Agricultural Committee (John E. Pickett, Chairman).
- Insurance Committee (Andrew J. Lynch, Chairman).

The department manager served in 1946 as official delegate to the National Aviation Clinic at Oklahoma City representing civic and public interests; was elected First Vice President of the San Francisco Bay Area Chapter of the National Aeronautic Association; was elected Secretary of the Western Aviation Conference.

● **Testimony** relative to aviation legislation was presented by the department before San Francisco Bay Area meetings of the California Legislative Interim Committee on Aviation and at Sacramento.

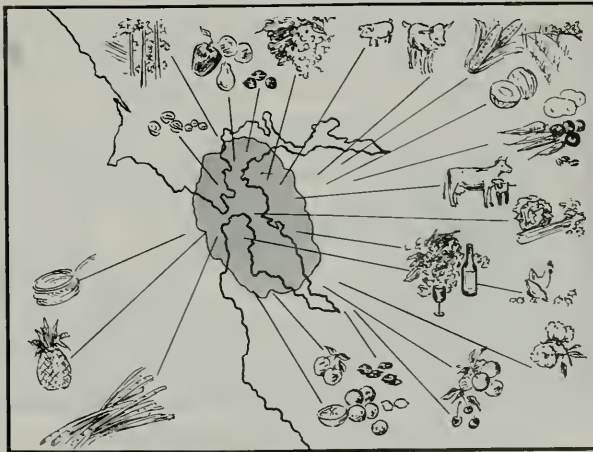
Active assistance was given to starting a new air service between this city and Los Angeles by a new certificated airline.

Authorization for a San Francisco City and County Master Airport Survey by the Board of Supervisors was brought about largely through efforts of the Aviation Department.

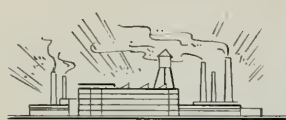
The Department was responsible in 1946 for development by the City Planning Commission of an extensive survey of the need for a Joint Airlines Transportation Terminal, as well as investigation of possible sites.

Manager of the Aviation Department is Kenneth R. MacDonald.

The World's Richest Farming Area . . .



Industrial Activity



Promotion of industrial expansion in the area is, of course, at the very core of the Chamber's program, and success of the Industrial Department in this work is evidenced by the 1,278 industrial development projects, amounting to 137 million dollars, brought to Northern California during 1946.

● **An idea of the work volume** in this department is conveyed by the fact that there was a weekly average of 152 telephone calls; 68 personal interviews; 45 special pieces of correspondence; and five meetings arranged and attended.

Guiding the activities of this department are committees func-

tioning in the fields of manufacturing, mining, apparel and textiles, electronics, iron and steel, non-ferrous metals, industrial sites and buildings, and on special projects, each of which carried through an extensive program in the year just past.

Manager of the Chamber's Industrial Department is G. L. (Lewie) Fox who not only directed the multifold activities of this department in the past year but also prepared or directed production of special studies and brochures on San Francisco as a Factory Location, the factors involved in a Second Bay Crossing, on Apparel City, and a complete survey of the Bay Area Electronics Industry, first of a series of similar studies to be made.

● **Assistant Manager** of the Industrial Department is Lewis M. Holland, an industrial engineer who has worked together with Mr. Fox and assisted in preparation of special

studies, particularly the survey of the Bay Area Electronics Industry.

Information for magazines and the press is supplied by this department on industrial matters. Ballard White serves in the department as an industrial engineer.

The following committees were served by the Industrial Department Manager:

- **Industrial Development and Advisory Committee** (A. H. Meyer, Chairman).
- **Manufacturers Committee** (Roland Tognazzini, Chairman).
- **Mining Committee** (George B. Dodge, Chairman).

Sections of the Industrial Development Committee included:

- **Iron and Steel Section** (F. T. Letchfield, Acting Chairman).
- **Sites and Building Section** (J. F. Barrett, Chairman).
- **Special Projects Section** (Edward Rambo Browne, Chairman).
- **Apparel and Textiles Section** (Daniel E. Koshland, Chairman).
- **Electronics Section** (George C. Tenney, Chairman).
- **Non-Ferrous Metals Section** (Ernest L. Mathy, Chairman).

San Francisco As a Good Neighbor... Domestic Trade

Activities of the Domestic Trade Committee and Department are of three types—Service, Intercommunity Relations and Market Development.

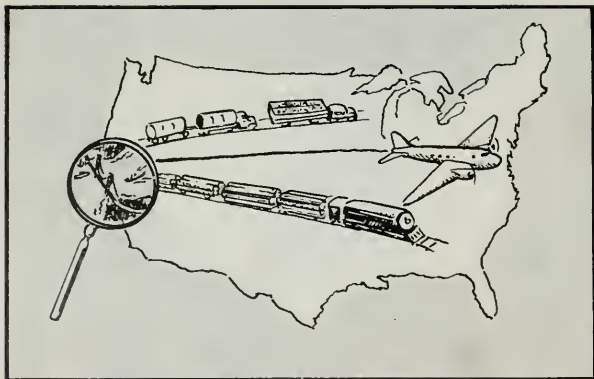
Manager of the Department is Carroll Snyder, assisted by John Myers.

● **Service rendered** has increased considerably. Many individuals, particularly ex-servicemen, were assisted in the establishment of distributive facilities. Requests from buyers for purchasing sources in San Francisco were somewhat heavier than last year. The service of bringing together manu-

facturer and representative was most helpful to local manufacturers agents during a buying market. Changing governmental regulations were interpreted to many.

Intercommunity relations were fostered by an exchange of "Good Neighbor" visits with neighboring communities.

Further development of San Francisco as a market was promoted through participation in the sponsorship and presentation of trade shows, revising directories of manufacturers and manufacturers' agents, and compiling new directories of frozen food processors and of building prefabricators. In cooperation with the Manufacturers and Wholesalers Association of San Francisco the first directory of its members' apparel lines was compiled and published. In common interest with the Western Merchandise Mart and dealers, the first Western Toy Fair was organized, and plans advanced for a central sponsoring organization for all future trade shows.



The Market Area is our Economic Heart

The following committees were served by the Domestic Trade Department Manager:

- **Domestic Trade Committee** (Carl J. Eastman, Chairman).
- **Tax Committee** (Leland M. Kaiser, Chairman).

Research

Symbolizing the increasing demands for factual guidance from the Chamber during 1946, the Research Department handled 49,600 counter and telephone calls, 25 per cent above the preceding year, and written inquiries soared to 18,330 or 93 per cent. The Department also directed the publication and distribution of about 60,000 city maps used in extending a courtesy to present and future visitors in the city.

In addition to handling extemporaneous requests, the Department edited the regular Monthly Survey of Business Conditions, a constructive cross-section of current developments in business and industrial fields; and compiled a 36-page annual "Economic Survey for San Francisco and the Bay Area for 1946" providing a wide range of useful and basic data on major activities in these areas to answer inquiries from business firms and prospective settlers.

The "San Francisco Bay Area Outlook for Business and Industry" compiled by the Department at the close of 1946 comprised a complete edition of *Bay Region Business*.

- During the year, the department maintained a valuable current key file on over 1000 local associations and organizations including Agriculture, Business, Civic and Improvement, Foreign, Government and Political, Industrial, Luncheon, Military, Professional, Religious, Social and Historical, and Transportation.

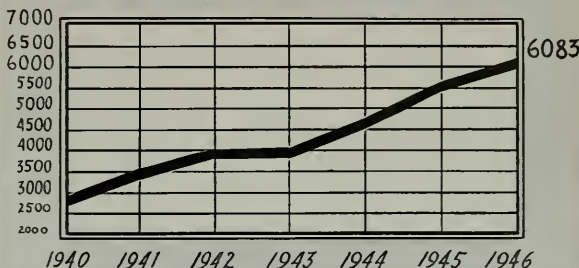
In the field of veterans affairs, the research department appeared before the Police Commission concerning veterans applications for city taxi permits.

The Chamber's research staff made a study and report on the 1945 annual traffic movements in and out of San Francisco; developed a list of California colleges and universities accredited for issuing teachers' certificates and approved for veterans training.

- Other studies made by the department during the year included a survey and report on the 25-million dollar Bay Area flower industry; housing needs in San Francisco; San Francisco's inter-relations with agriculture; the economic effects of the waterfront strike, and work on a proposed new Building Code.

Ralph B. Koerber is the manager of the Chamber's Research Department, assisted by a staff of trained specialists.

CHAMBER MEMBERSHIP GROWS STEADILY



Membership Growth Reflects Business Increase

Membership Service

The chart of membership growth in the past few years which is given above speaks for itself as evidence of the success of this Chamber in carrying the message of civic cooperation to many San Francisco businesses.

- Manager of the Chamber's membership department is John Ek, a national authority in this field, who has charge not only of the Chamber's year 'round sales efforts but also plans the annual membership campaigns. A successful chamber is a growing chamber; and this Chamber is growing.

Chairman of the signally successful 1946 membership campaign of the San Francisco Cham-

ber of Commerce was Westinghouse Sales Manager Frank E. Bodine, the chief "Ranchero."

The colorful campaign, which utilized the theme of the early West, resulted in a roundup of new memberships which greatly broadened the base of the Chamber's operations and added to its resources.

- The Chamber and the city have reason to be grateful to Frank E. Bodine for his splendid services.

The following Committee was served by the Membership Department Manager
 • Membership Campaign Committee
 Frank E. Bodine, Chairman

Wide Range of Research Services



Public Affairs

The Public Affairs Department of your Chamber is charged with the responsibility for maintaining contact with various public and civic groups and with the leadership in enterprises of a general civic nature.

Such a general assignment naturally means that there are always, at any given moment, a great many projects under way in this department.

Notable among them in the past year was the effort to bring the United Nations permanent headquarters to this area. This department served as the liaison between activities in New York and the local committee, and, despite the final outcome, a magnificent selling job was done for San Francisco whose effects upon this city's prestige and good will will be permanent.

● In addition, great progress has been made during the past year by the Traffic and Highway Committee which this department serves. A suggested program has been set up for improving the difficult traffic and transportation problem in this City.

The six-point action program set up by the committee won the approval of the official bodies in the City, including the Board of Supervisors, and has the support of the newspapers and general public. The task for the coming year will be to follow through on this splendid program.

A subcommittee was appointed by the President of the Chamber to consult with Oakland and other communities on the problem of a second Bay Crossing.

● This committee met on several occasions with a similar group from the Oakland Chamber and much progress was made in determining what kind of crossing would be acceptable to the East Bay communities.

Following these meetings, a complete presentation was prepared by G. L. Fox, manager of the Industrial Department of the Chamber, consisting of 163 pages of engineering data and pictures. This was the principal exhibit presented to the Joint Army and Navy Board.

The Naval Affairs Committee has worked closely with other cities in the Area to develop naval installations here. While the Navy has been cut tremendously, the San Francisco Naval Shipyard is still operating to a fairly high degree of capacity and is presently one of San Francisco's largest payrolls.

● The Public Affairs Department is responsible for the monthly luncheon program. During the year, the Chamber has presented such notable figures as Joe E. Brown, General Joseph W. Stilwell, Cyrus Ching, Reese Taylor, Alfred Schindler, W. K. Jackson, Roy Sorenson and Paul C. Smith.

The Manager of the Department, H. B. Mills, has served as a director of the San Francisco Coordinating Council for Veterans Services.

The following committees were served by the Public Affairs Department Manager:

- Naval Affairs Committee (Richard D. Brigham, Chairman)
- Traffic and Highway Committee (E. L. Turkington, Chairman)
- United Nations Headquarters Committee (Walter A. Haas, Chairman)

Publicity Services

Major project of the Publicity Department of your Chamber in 1946 was work in connection with the effort to obtain permanent United Nations Headquarters for the Area. Rewards in terms of public relations for this city have more than justified the investment made; and these returns will continue to be of benefit.

● The Department provides a full range of public relations services, including news publicity, promotion, advertising, radio, and general counseling; and participation and leadership in many civic enterprises and campaigns comes within the department's scope.

The splendid cooperation of newspapers and radio stations, as well as magazines and general media, are evidence of the deep interest these agencies have in community promotion. The Chamber has provided a genuine news service based on the action program of the Chamber.

Success of the Publicity Department in its work has resulted from the cooperation given by other Chamber departments in supplying data, information, and interviews with reporters and writers. The Publicity Department often acts as a relay station or point of contact between the public and sources of information. For this reason extensive data files, morgue, and reference photographs are maintained.

● Major project of the coming year will be activities in connection with the California Centennial Celebration in this city.

Three divisions within the Publicity Department are under the general supervision of the Department Manager, Will Williams, Jr. These include a news bureau, a radio bureau, and a magazine service bureau.

Releases, special publications, the bulletin *Bay Region Business*, promotion brochures, articles, program planning and consultation all come under

the general assignment handled by the Publicity Department Manager

● Assistant Manager of the Publicity Department and Manager of its Radio Bureau is Leonard B. Gross, who came to the Chamber last year after an extensive experience in public service radio and as an overseas Army Combat Correspondent.

Special campaigns in connection with traffic and highway matters as well as neighborhood meetings were handled by Gross in addition to regular weekly broadcasts over Station KQW.

Manager of the Magazine Service Bureau of the Chamber's Publicity Department is Miss Lou Kern, who also handles the production of regular releases and the weekly *Bay Region Business*.

● Articles for national magazines and special promotion brochures were prepared by Miss Kern in the past year as well as arrangements for many promotions and special events which required expert publicity service.

Retail Merchants Association

One of the highlights of the activities of the Chamber's Retail Merchants Association during 1946 was the development of a series of weekly luncheon meetings with district merchant associations.

● The luncheons featured discussions of mutual problems and were attended by district leaders and Chamber officials. An additional feature of the luncheons was the broadcast of a special radio program built around the history and color of various districts of the city.

The neighborhood luncheon series is to continue through 1947.

The Retail Merchants Association during the year assisted district associations in traffic and parking problems, parking meter installation and aided in presentations of district problems before the Board of Supervisors and the Police Department.

● The Association worked closely with the San Francisco Board of Education in the Board's program of dis-

tributive education for retailers.

Acting in its historic capacity as a retailers Service Group, the Association coordinated trade groups in opposition to the widening of Post Street and worked closely with the Retail Dry Goods Association on numerous drives and campaigns affecting retailing policies.

An important development of the year was the establishment of a veterans service bureau.

D. P. Street is Managing Director of the Retail Merchants Association.

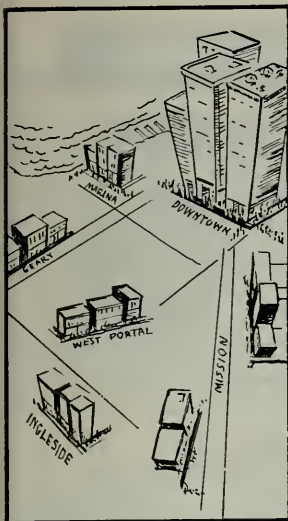
The following organization affiliated with the Chamber was served by the Managing Director of the Retail Merchants Association:

● Retail Merchants Association (Thomas J. Lenehan, President).

In addition, the Managing Director served as Secretary and Secretary-Treasurer of the following independent organizations:

● The San Francisco Municipal Conference (Frank S. Hanlon, Chairman).

● Retail Men's Clothing Association (A. H. Ross, President).



Transportation

To assure adequate transportation services by rail, water and highway at just, and non-discriminatory rates and fares, to assist other Chamber departments in development of Bay Area industry, and to aid expansion of markets for the Area's products are the major objectives of the Chamber's Transportation Department, headed by Walter Rohde, with Thomas Champion as assistant.

● In line with these objectives the department last year made 31 rate studies for the Industrial Department to assist in locating new industries. The department participated in 31 cases before the Interstate Commerce Commission, the United States Maritime Commission and the Railroad Commission of California on rates and services to and from San Francisco.

These cases involved 46 days of attendance and several petitions and briefs were submitted.

In all, more than 8,000 individual services were rendered to members and clients of the Chamber.

Cooperation was extended to the Office of Defense Transportation, the railroads and truck lines in promoting the smooth flow of traffic in and out of the city.

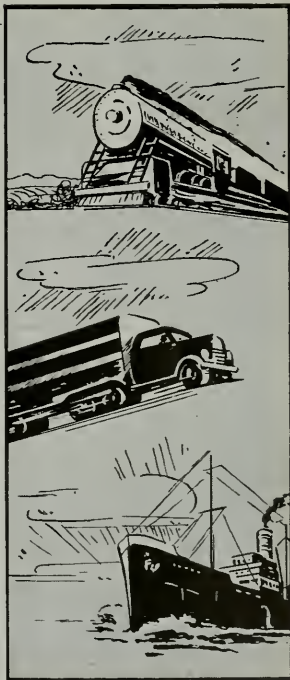
● Action was taken by the department on various bills pertaining to transportation which were pending in Congress.

Among the more important cases handled were those involving general rate increases for the railroads in which a brief was filed arguing for limited increases on leading California products which meet intensive competition in Eastern markets; numerous truck rate increase cases, retention of thousands of tons of scrap steel on the Pacific Coast which otherwise would have gone to an Eastern area, new laws for truck regulation, and reduction in railroad rates on finished steel from Geneva to this city. Freight claim prevention, packaging, and studies in connection with the second Bay Crossing were among other projects for the year.

The following committees were served by the Transportation Department Manager:

● Transportation Committee (Charles A. Dostal, Chairman).

● Merchant Marine and Harbor Committee (Frazer A. Bailey, Chairman).



Washington Office

SERVICE TO MEMBERS FROM THE NATION'S CAPITAL

A direct and necessary link between San Francisco business and the national capital is the Washington Office of the San Francisco Chamber of Commerce, managed by Frank McKee.

In the year following the end of the war, the activities of this office have been intensified to deal with the magnitude of problems San Francisco business faced during reconversion.

● **Major campaigns** carried on during the past year were the continuation of the drive to establish a Pacific Coast Naval Academy and work in connection with sale of the Geneva Steel Plant.

The Washington Office has also been instrumental in efforts to release unneeded office space in San Francisco held by Government agencies.

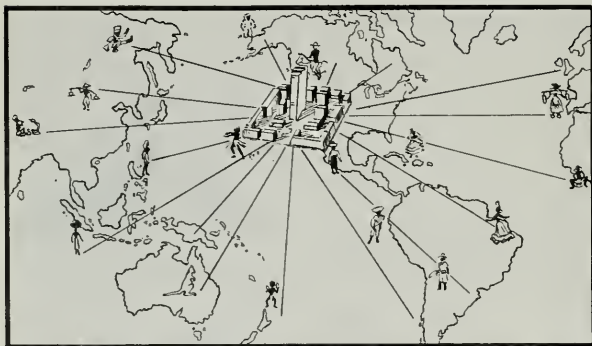
The value of its service to export and import firms has been demonstrated in expediting the handling of applications and permits through Federal bureaus and agencies.

Reports on legislative bills and committee hearings are also prepared by the office, and bulletins, statistics and other information are collected from Washington agencies for use by businessmen in San Francisco.

● **Among other services** the office works with California Senators and Congressmen on matters affecting the region, works for unity among western chambers of commerce, does liaison with national firms and trade associations, handles Washington press relations, deals with foreign missions in Washington, and provides a general information service on San Francisco.

Visitors to Washington may also have their appointments, introductions and schedules arranged by the Washington Office and may make use of the office facilities while in Washington.

World Trade Promotion Increases Wealth



San Francisco Ships to All the World

Broad objectives of the Chamber's World Trade Department and associated committees during the past year were two-fold: (1) to increase the participation in world trade of San Francisco manufacturers, exporters and importers; and (2) to accomplish a wider knowledge in foreign countries of San Francisco's dominant position in commerce, finance, insurance, etc.

Because of greatly changed economic conditions throughout the world as a result of the war, the department has intensified its activities to secure re-opening of trade channels and cultivation of

new markets. Toward this end, a program is being carried out to eliminate embargoes, extend further reciprocal trade agreements and support legislation benefiting international trade.

Major achievement of the past year was the inauguration of the first World Trade Institute, which is being repeated in 1947. A series of World Trade courses were also set up to cover a period of three years.

● **Compilation of the World Trade Index** of importers, exporters and manufacturers, and publication of a Latin American News Letter written

in Spanish for distribution to Latin American countries were launched during the year as part of a program to advertise the Bay Area as an international trade center.

The department also participated in the celebration of National Foreign Trade Week, helping to bring the importance of world trade and shipping to the attention of the public through radio programs, public addresses, contests and displays.

Manager of the Chamber's World Trade Department is Alvin C. Eichholz, assisted by William Loomis who also edits the International Bulletin.

The following committees were served by the World Trade Department Manager:

- **World Trade Executive Committee** (Clifton H. Kroll, Chairman).
- **Committee on Appeals** (Ian Armstrong, Chairman).
- **Arbitration Committee** (D. C. Dorward, Chairman).

Sections of the World Trade Committee include:

- **European Affairs Section** (P. A. Kinnoch, Chairman).
- **Hawaiian Affairs Section** (George G. Montgomery, Chairman).
- **Importers Section** (F. E. Brookman, Chairman).
- **Inter-American Affairs Section** (T. R. Jamieson, Chairman).
- **Maritime Affairs Section** (H. A. Magnuson, Chairman).
- **Pacific Area Affairs Section** (O. C. Hansen, Chairman).
- **Trade Promotion Section** (Ralph J. Rossling, Chairman).

In addition, the World Trade Department Manager served as secretary to the following independent organizations:

- **Foreign Trade Association** (William C. Montgomery, President).

6083 MEMBERS**31 DIRECTORS****35
COMMUNITY
COMMITTEES****12
SPECIALIZED
DEPARTMENTS**

The following committees were served by the General Manager and the Secretary to the Chamber:

- **Board of Directors** (Brayton Wilbur, Chairman).
- **Executive Committee** (Brayton Wilbur, Chairman).

The following committee was served by the General Manager and the Controller:

- **Finance Committee** (J. F. Barrett, Chairman).

Administration

Specific accomplishments by the Chamber during the year just past are reported under the various department headings; but at the center of the organization structure of the Chamber is its administration.

The general manager, **Louis B. Lundborg**, acts as the chief administrative executive, advising and directing the various departments, consulting with officers and committees of the Chamber in framing policies and developing programs.

Such a complex and diversified organization as the Chamber of Commerce must needs be pulled together not only through strong central executive management but also through mutual cooperation and exchange between the different departments and committees.

To this end regular meetings of the Chamber's executive staff were held weekly throughout the year at which operational problems were worked out.

The Chamber's chief administrator is charged with the responsibility of interpreting policies laid down by the Board of Directors and officers. He directs the activities of each member of the Chamber staff and manages the organization budget.

Results of this work are shown in the records of accomplishment made by the various committees and departments. But, in addition to the task of administrative direction, the general manager also served during the past year as the Chamber's representative in contacts with other public groups and organizations, locally and nationally.

The keynote speech at the annual convention of the National Association of Chamber of Commerce Managers in Miami was delivered by Lundborg, who also contributed articles on general public relations to professional magazines. Lundborg served on the Board of Directors of the Bay Area Chapter of the American Council on Public Relations.

During the United Nations Headquarters Campaign, Lundborg served as counselor to the Chamber's committee, headed by Walter A. Haas, and made a special trip to New York and to Washington to do preliminary spadework with Belford Brown, the special emissary of the Chamber, who remained in New York throughout the several months of the campaign.

Brown, who was loaned to this campaign by the San Francisco Bank, worked with staff departments of the Chamber on this project, and guided the general plan of action at the New York end.

Such general activities which best utilize the position and authority of the general manager are facilitated by the work of the assistant general manager, **C. P. Tanner**.

In addition to this executive assistance, however, Tanner has served during the past year as a representative of the Chamber in many civic projects and as consultant with the departments and committees of the Chamber.

The 1946 Board of Directors of the SAN FRANCISCO CHAMBER OF COMMERCE



CARL J. EASTMAN
First Vice President
Vice President and Pacific Coast
Manager, N. W. Aver & Son, Inc.



JOHN E. PICKETT
Second Vice President
Editor, Pacific Rural Press



GEORGE G. MONTGOMERY
Third Vice President
Vice President
Castle & Cooke, Ltd.



LOUIS B. LUNDBORG
General Manager



R. D. BRIGHAM
Vice President
Anglo California National Bank



RALPH R. BRUNTON
President, Radio Station KQW



LEW COOK
Divisional Manager
Safeway Stores



FRANK EDWARDS
President
Frank Edwards Company



EARL LEE KELLY
Chairman of the Board
First California Company



JOHN M. KENNEDY
President
Kennedy-Ten Bosch Company



HAROLD W. KILPATRICK
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Kilpatrick's San Francisco
Bakers



DANIEL F. KOSHLAND
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Western Pacific Railroad Company



F. J. MCCLANAHAN
Vice President
Standard Oil Company of Calif



ALFRED H. MEYER
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JOHN T. PIGOTT
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BRAYTON WILBUR
President
Wilbur-Ellis Company



J. F. BARRETT
Treasurer
Partner
Barrett & Hilp



BELFORD BROWN
Asst. Treasurer
Asst. to Controller
San Francisco Bank



MARIE A. HOGAN
Secretary



HERBERT V. ALWARD
Vice President
The Bank of California, N. A.



MILTON H. ESBERG
District Sales Supervisor
General Cigar Company



SEELEY V. HALL
Regional Vice President
United Air Lines



GEORGE H. JESS
Vice President, Pacific Telephone
& Telegraph Co.



LELAND M. KAISER
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Kaiser & Company



CLIFTON H. KROLL
Senior Partner
Atkins Kroll & Company



SIDNEY LEVY
Vice President-Secretary
Levy Zentner Company



ANDREW J. LYNCH
President, Cosgrove & Co., Inc.



JULIUS MARX
Vice President, Haas Bros.



FRANK K. RUNYAN
President
Western Furniture Mart



KARL F. SCHUSTER
President, Acme Breweries



GEORGE C. TENNEY
President
McGraw-Hill Company of Calif.



WARD C. WALKUP
President
Walkup Drayage Company

Treasurer's Report

Income for eleven months, including the Special Trade and Industrial Promotion Fund, was \$413,893.73, and will total approximately \$451,447.50 for the year 1946. This is a \$116,114.74 increase over 1945.

Total expenditures from regular and special funds for eleven months were \$387,415.51 and will approximate \$420,042.00 for 1946, or approximately \$95,414.72 more than in 1945.

First eleven months cash receipts amounted to \$496,240.13 and disbursements for a like period were \$477,400.09 or an improvement of \$18,840.04 in our cash position for the first eleven months.

J. F. BARRETT, *Treasurer*,
San Francisco Chamber of Commerce





Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Friday, January 31, 1947

Number 5A

S U P P L E M E N T I S S U E

FIRST POSTWAR CHAMBER VISIT TO HAWAII

The San Francisco Chamber of Commerce is proud to announce to its members the first postwar Chamber-sponsored visit by air to Hawaii, March 1-10.

Sponsored by the Chamber through its Aviation and Hawaiian Affairs Committees, this first Chamber visit by air to the Hawaiian Islands will be led by Carl J. Eastman, Chamber President, and Louis F. Lundborg, General Manager.

Space available

Those participating in the visit are asked to reserve a portion of their time in Honolulu for activities designed to increase and strengthen the business and community ties between the mainland and the Islands. With the exception of these activities, time in Honolulu will be free for individual business development efforts.

Space, now being allocated, will be reserved on a "first come, first served" basis. All reservations and inquiries should be directed to Kenneth R. MacDonald, manager of the Chamber's Aviation Department, EXbrook 4511. Deadline for completing all reservation details is noon, Thursday, February 20.

Community relations stressed

The trip will be made by Douglas DC-4 equipment of the Air Transport Division of the Matson Navigation Company. Space is available for 27 passengers, and Bay Area businessmen who so desire may arrange to take their wives along. Round trip fare, including tax, is \$402.50. Hotel accommodations will be available at the Royal Hawaiian where rates, American Plan including food, range from \$12.00 per day upward for single rooms to \$20.00 per day upward for double rooms.

The delegation will leave San Francisco Municipal Airport at 10:00 P.M. Saturday evening, March 1 and will arrive in Honolulu the following morning at 7:30 A.M. The return flight will leave Honolulu at 6:00 P.M., Sunday, March 9, arriving in San Francisco at 8:30 A.M., Monday, March 10.



Bay Region Business

PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, February 6, 1947

Number 6

WASHINGTON NOTES

From Washington Office,
San Francisco Chamber of Commerce

• SURPLUS PROPERTY FOR EXPORT

Lifting of restriction on the sale of surplus property for export except those controls governed by other agencies was announced today by War Assets Administration.

In a statement of policy, WAA said that non-priority exporters would be given the same treatment as other non-priority buyers as to price, quantities apportioned or other conditions of sale. This applies to both wholesalers and dealers and is effective even when the supply of the surplus commodity is less than the estimated domestic demand.

Another feature of the new policy is that no differentiation will be made as to whether the property is to be purchased for export or domestic use.

WAA explained that shortages in many commodities are disappearing as production increases and that to the extent that surpluses can be sold abroad, the domestic market is relieved and left open to absorb new production.

• MINING CLAIMS

Secretary of the Interior J. A. Krug today issued a reminder that holders of mining claims, in order to retain ownership of their property, will again be obliged to perform \$100 worth of work on them annually beginning at noon, July 1. This requirement was suspended during the war until six months after the cessation of hostilities, which was proclaimed by President Truman at noon on January 1st.

In reminding the claim holders of the renewed application of the long-existing law, Secretary Krug said that failure to perform the work on claims in continental United States may result in efforts to relocate the claim by a competitor, while in Alaska the claim will be forfeited.

Requirements for the performance of \$100 worth of labor on mining claims as annual assessment work was written into the 1872 mining laws as a means of establishing the good faith of the prospectors and promoting the development of the resources of the Nation. However, as a measure of relief in time of economic stress or national emergency, Congress at times ordered suspension of these requirements. Such a moratorium was invoked during the depression of 1893 and 1894, and was again put into effect during the Spanish-American War in 1898, and the World War period from 1917 to 1921. Suspension of the requirements also was authorized for most of the time from 1932 to 1943.

Ford to Purchase Car Parts in California; Exhibit to Open Here

An exhibit of car and truck components the Ford Motor Company plans to purchase in California will open at the Fairmont Hotel, February 17, according to an announcement by J. D. Zellerbach, chairman, Sponsoring Committee, California Manufacturers Association.

Chamber Apparel and Textiles Section Appointed

Re-appointment of Daniel E. Koshland, director of the San Francisco Chamber of Commerce and vice president-treasurer of Levi Strauss and Company, as chairman of the Chamber's Apparel and Textiles Section has been announced by Chamber President Carl J. Eastman.

• Opportunities for establishment of textile weaving and finishing industries in the Bay Area will be the subject of intensified activity by the 1947 Apparel and Textiles Section.

In addition to Koshland, members of the group who have been named by President Eastman are the following: David Bealoff, David Bealoff Brothers; Charles A. Block, H. & L. Block; W. M. Chipman, Dean Witter & Co.; Milton Dorman, Ever Ready Products Co.; John O. Gantner, Jr., Gantner & Mattera Co.; Milton Jellias, Bank of America; Otto Kramer, Color Craft Corp.; R. M. May, Crown Manufacturing Co., Inc.; Fred Pruter, Pacific Coast Garment Manufacturers; M. Rhine, General Electric Co.; Adolph P. Schuman, Lilli Ann Co.; Gerald Simon, Simon Millinery Co.; Leo J. Simon, Simon Mattress Manufacturing Co.; Leslie E. Spelman, Koret of California, Inc.; J. L. Stuart, J. L. Stuart Manufacturing Co.; L. H. Tryon, E. H. Tryon, Inc.; and W. P. Wing, California Wool Growers Association.

GCA to be Demonstrated to Bay Area Aviation Group

The Ground Control Approach Landing System will be demonstrated to members of the Bay Area Aviation Committee at their regular monthly meeting on Friday, February 14, at the Officers Club of the U. S. Naval Air Station at Oakland Airport.

• In addition to witnessing the GCA demonstration, committee members will participate in flights in a Navy plane which will be landed by GCA operators on the field "talking the pilot into a landing."

A delegation of top ranking Civil Aeronautics Administration officials will be present at the luncheon meeting as guests of the committee, and members will have the opportunity to meet and discuss mutual problems with these officials. The GCA delegation will include R. W. F. Schmidt, Airports Superintendent for the 6th Region, and Paul Stafford, Chief of CAA's Airport Engineering Service from Washington, D. C.

• Sponsored by the C.M.A., together with the San Francisco Chamber of Commerce and other chambers of commerce in the area, the exhibit will be attended by top Ford executives and 16 Ford purchasing agents who will explain Ford buying and production policies and procedures, as well as exhibit details.

Approximately 900 parts representing 2600 items Ford Motor Company wants to buy in California will be displayed. Blueprints, specifications and all production data will be available. The exhibit will be open from 1:30 P.M.-9 P.M. Monday, February 17, and from 9 A.M.-9 P.M. Tuesday, February 18.

In addition to the exhibit, a luncheon honoring Ford executives will be held Monday, February 17, in the Venetian Room of the Fairmont Hotel.

Halling Ford's purchasing as "new recognition of Northern California's integrated manufacturing skills," Carl J. Eastman, president, San Francisco Chamber of Commerce, urged all interested manufacturers to visit the exhibit in order to secure first hand information on Ford's purchasing plans.

Through the execution of such plans the motor car user, the national manufacturer, and manufacturers throughout Northern California should benefit, Eastman declared. "It is expected that this potential business for California manufacturers will exceed \$50,000,000 annually."

Eastman pointed out that the Ford policy of national purchasing concurs with what the San Francisco Chamber of Commerce has advocated in many instances. "It is to the interests of manufacturers in this area to take advantage of an arrangement that promises to add much to the general progress of California industry," he said.

FLASH! Bay Crossing Okayed

Following receipt of approval by a joint Army-Navy Board of a second Bay Crossing between Alameda County and San Francisco, the San Francisco Chamber of Commerce called a meeting of the Second Bay Crossing Committee at 2:30 P.M. Thursday, February 6, at the Oakland Chamber of Commerce to map plans for follow-through action.

• Carl J. Eastman, president of the San Francisco Chamber, hailed the Board's approval of the second Bay Crossing as "the

(Continued on page 6)

General Business Activity

Thumb Nail Sketch: by the Research Department

• TREND

Final 1946 Business Activity reports confirm indications that San Francisco and Bay Area future growth is arriving years ahead of schedule and great strides are being made to consolidate this phenomenal development. Business activity in San Francisco during 1946 was double that of 1940 and 7% above the preceding year. Our December Index at 275.3 was up 11% above a year ago.

Population estimates for January 1, 1947 by the Research Department reveal San Francisco has 177,864 more residents than in 1940 or a total of 812,400. This includes both civilian and military residents, although military residents since the end of the war have declined about 40,000 and civilian residents have increased about 26,000 to a total of 793,700. Population estimated for the Bay Area for January 1, 1947 reveal an increase of 800,000 people bringing the total to practically 2,500,000.

• EMPLOYMENT

Reports from the California State Employment Service, which officially took over the U. S. Employment Service in California, November 16, 1946, reveal San Francisco compensable claims for unemployment insurance benefits during the week ending January 9, 1947 reached the highest level in a 5-week period, amounting to 10,080 or 7.4% of the State total. Claims dropped the following week ending January 16 to 8,261 or 6.2% of the State total. A year ago in January the compensable claims totaled 16,191 and amounted to 7.8% of the State total.

The Bay Area claims also dropped from 18.2% of the State total for week ending January 9 and to 17.4% for week ending January 16, compared to 24.2% of the State total for a similar period last January.

Placements by the C.S.E.S. for December totaled 4,816 or an increase of 1,300 over November. The proportion of Veteran placements to all placements increased from 31% in November to 35% in December. Placements of women showed the opposite trend, a decrease from 46% in November to 33% in December. In the contract construction field a shortage of referable people in the skilled occupations was reported.

The placements and unfilled openings in San Francisco for December were as follows:

	Placements	Unfilled
Total	4,816	3,769
Professional	74	517
Clerical	2,317	2,049
Service	361	160
Skilled	113	215
Semi-skilled	282	307
Unskilled	1,669*	461*

* This group experiences rapid turn-over, thus a cross-section for any period may be misleading.

• MANUFACTURING

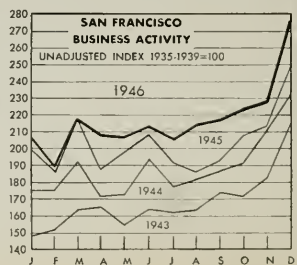
Employment and payrolls in the manufacturing industries in the San Francisco industrial area, reported by the State Department of Industrial Relations as the year ended, were up 50.4% and 60.3% above December last year. The averages for the year, however, were 34.9% and 61.9% respectively under the preceding year when industry was busy with war activities. December factory employment was reported at 122,000 with 64,900 in the durable group and 57,200 in the non-durable group, compared to 81,200 last December with 35,400 in the durable group and 45,800 in the non-durable group.

Average weekly earnings in December amounted to \$53.54 against \$49.68 a year ago. Average hourly earnings amounted to \$1.369 compared to \$1.223 in December last year and the average hours worked per week was 39.1 compared to 40.6 a year ago.

• TRADE

Retail sales in San Francisco during 1946 are estimated at \$1,015,000,000, or nearly \$169,000,000 above the preceding year. Estimated wholesale sales amounted to \$3,770,000,000 or \$754,000,000 above 1945. Bay Area 1946 retail sales are estimated at \$2,342,000,000—up \$390,000,000 over 1945—and estimated wholesale sales were \$4,321,000,000—up \$864,000,000 above 1945.

Dollar sales of merchant wholesalers on the Pacific Coast for the 11 months*



cumulative were up 27% over last year, and inventories valued in cash at the end of November were up 41%, according to the Bureau of the Census reports based on returns from 280 establishments. Sales in the Nation were up 30% and inventories 48%.

Pacific Coast wholesale sales by kinds of business for the 11 months' cumulative compared to similar period last year were as follows: Automotive supplies up 37%; clothing and furnishings 31%; shoes and footwear 26%; drugs and sundries 12%; dry goods 36%; electrical goods 60%; furniture and house furnishings 53%; groceries and food 22%; confectionery 31%; meat and meat products 38%; general hardware 39%; jewelry 56%; lumber and building materials 24%; metals 29%; tobacco and its products 17%; leather and shoe findings 29%.

• FINANCE

San Francisco's 1946 financial transactions as measured by bank debits accounted for \$23,300,000,000 of the \$30,000,000,000 reported for the Bay Area, and were 9% above last year. During 1946 the Bay Area bank debits accounted for 30% of the Twelfth Federal Reserve District total. Stock exchange transactions for 1946 totaled 14,950,963 shares with market value of \$229,925,921—an increase over 1945 of 53.3% in shares and 23.5% in market value.

• TRANSPORTATION

San Francisco Airport traffic established new annual highs during 1946 with planes in and out totaling 53,035 or an average of 145 per day—58% above a year ago. Passenger traffic totaled 834,360 or an average of 2,286 per day—85.8% above a year ago. Freight car movements, waterborne commerce and air mail during 1946 were below a year ago due to the heavy influence of the war in the Pacific on these activities. Bay Area world trade, based upon the 10 months' cumulative for 1946, was up 33% in value, more than double in quantity in exports, and up 52% in value and 13% in quantity in imports.

• REAL ESTATE AND CONSTRUCTION

Real estate sales in San Francisco for 1946 established a new all-time high of \$265,000,000 according to Thomas Magee & Sons, and were nearly 50% above 1945. The former all-time annual record of \$182,907,216 in 1925 was broken during the eighth month of 1946. Building permits for 1946 numbered 8,089 with value of \$42,251,771—the highest in 20 years in dollar value. New residential permits accounted for 39% of the total and provided for 3,112 dwelling units compared to 2,095 a year ago. Additions, alterations and repairs accounted for 25% of the annual total and were valued at two and one-half times that of the preceding year.

• LIVING COSTS

Living costs climbed to new highs during 1946 in San Francisco, as in the Nation, with the December Index at 160.4 or 18.1 above last December, bringing the 1946 average 8.2% above 1945. Food costs compared to a year ago were up 14.9%; clothing 8%; rent, so far as reported 0.2%; house furnishings 2.2%; miscellaneous 4.5%; fuel, electricity and ice were down 7.4% due chiefly to reduction in gas and electricity rates during the year.

SEE INSIDE COVER ➡

Waste Disposal Topic at Los Angeles Session

Views and policies of the San Francisco Chamber of Commerce in regard to waste disposal problems by which the state is confronted were discussed in detail last week at Los Angeles by G. L. Fox, manager of the San Francisco Chamber's Industrial Department.

● The occasion was a meeting of the State Chamber's State-wide Industrial Plant Location Committee of which Dean E. T. Grether, School of Business Administration, University of California, is chairman.

The San Francisco Chamber of Commerce is opposed to certain proposed legislation with reference to waste disposal and, prior to any new legislation, is advocating a thorough study of waste disposal and water pollution in order that agricultural, mining, industrial and other interests may be heard before new procedures are legislated.

Judson A. Harmon, Senior Sanitary Engineer for the State Department of Health, also participated in the meeting.

The new Stanford Research Institute, a proposal for a state census of the apparel industry and other subjects were on the docket.

During the week, Fox also addressed a meeting in San Francisco of the Bay Area Media Promotion Manufacturers Association on economic trends in this region.

Hawaii Statehood Bill to Reach Congress This Session

Confidence that a bill to grant statehood to the Territory of Hawaii will reach Congress this session has been expressed by Congressional advocates of statehood bills.

● According to Representative Crawford, chairman of a Public Lands subcommittee which has jurisdiction over the bill, hearings will begin within the next few weeks on nine Hawaiian statehood bills introduced thus far.

Chamber of Commerce support of the move to grant statehood to Hawaii began early last year when the San Francisco Chamber of Commerce became the first chamber in the nation to go on record in favor of the statehood bill. Since then numerous chambers and other civic organizations have followed the lead of the San Francisco Chamber, urging Congressional action to grant statehood to Hawaii.

S. F. Markets Open This Week

A record number of buyers and Western dealers have registered at the Western Winter Market being held in the Western February 3rd through 8th, according to Frank K. Runyan, president, Western Merchandise Mart, and a member of the Chamber's Board of Directors.

● Also being held during this week is the Spring Market, sponsored by the Manufacturers and Wholesalers Association of San Francisco.

Following these markets, the Western Gift, Toy and Housewares Show will be held in the Mart and Civic Auditorium February 9 to February 13 inclusive.

West Getting Large Share of Industrial Construction

Data released by the Office of Temporary Controls, which succeeded the Civilian Production Administration, shows the high rate of industrial development being experienced in the western states, according to the San Francisco Chamber's Industrial Department.

Reduction in Communication Excise Tax Sought

Reduction of the 25% excise tax on communication services to its prewar level has been urged by the San Francisco Chamber of Commerce.

● Under the present tax law, there is a 25% tax on cable, radio and telegraph messages, telephone use and radio message charges exceeding 24 cents and leased wire, teletype-writer and talking circuit special service.

In a letter sent to California Senators and Congressional Representatives from San Francisco, the Chamber requested their consideration of this matter when the new tax law is under discussion by Congress.

Claiming that the 25% tax discriminates against Pacific Coast business, the Chamber pointed out that business firms on the West Coast are dependent, in a majority of cases, on eastern sources of supply and service.

"Because of the greater distances involved in communicating with its correspondence in the East, business on the Pacific Coast is subjected to a very much higher base charge for communication services than is business established in the central and eastern sections of the country," the letter stated.

"In view of the discrimination against this area created by the 25% tax, we strongly recommend that this tax be reduced to a rate no higher than its pre-war level."

San Francisco Population Up 175,000 Over 1940

Over 175 thousand people have poured into San Francisco since 1940, it was disclosed in an analysis made by the San Francisco Chamber of Commerce.

● An estimate compiled by the Research Department of the Chamber gives San Francisco a civilian and military population of 812,400 as of January 1, 1947. This figure is an increase of 177,864 persons over the United States Census Bureau figure of 634,536 in 1940.

● Since non-housing construction has been under Federal controls, which went into effect March 26, 1946, through January 16, 19% of all industrial construction applications granted have been through the Los Angeles and San Francisco regional offices for western states. In terms of construction costs, 19.6% of the national total has been granted through these two regional offices.

The Los Angeles office has granted 5,986 applications; the San Francisco office, 7,565. Out of a national total of construction to cost \$1,957,583,000, \$178,812,000 was covered by applications granted through Los Angeles and \$207,998,000 through the San Francisco office.

The San Francisco office has denied 4,839 permits representing construction which would have cost \$142,556,000.

California Mineral Production Record

California's mineral production for 1946 set a new record, according to a State Division of Mines report analyzed at last week's meeting of the San Francisco Chamber's Mining Committee.

● Production for 1946, according to W. B. Tucker, State Mineralogist, aggregated \$516,685,000. This is \$43,023,000 greater than the 1945 total of \$473,661,591.

The record was due to increased prices for crude petroleum and increased production and prices for cement, salines, miscellaneous stone, and increased production of gold, silver and lead.

With the lifting of wartime restrictions, the gold output was over double that for 1945. Estimated values by items are as follows:

Value	Name
\$ 12,184,000	Gold.
1,106,000	Silver.
1,048,000	Copper.
2,633,000	Lead.
1,762,000	Zinc.
1,710,000	Quicksilver.
2,300,000	Other metals, including chromite, iron ore, manganese ore, molybdenum ore, platinum metals, tungsten.
367,215,000	Petroleum.
33,359,000	Natural gas.
33,708,000	Cement.
22,500,000	Miscellaneous stone, including crushed rock, sand, gravel, etc.
3,500,000	Brick and hollow building tile.
12,460,000	Other industrial non-metals.
21,800,000	Salines, including borates, iodine, potash, magnesite, soda, etc.
\$516,685,000	Total Value.

Members of the California Legislature

Following is a roster of California State Senators and Assemblymen representing the 12 San Francisco Bay Area Counties as presented by the San Francisco Chamber of Commerce.

Twelve Bay Area counties included are Alameda, Contra Costa, Marin, Napa, Sacramento, San Francisco, San Joaquin, San Mateo, Santa Clara, Solano, Sonoma, and Yolo.

State Senators

DISTRICT	COUNTIES	SENATOR	ADDRESS
<i>Eleventh</i>	Napa, Yolo	Frank L. Gordon (R)...	Gordon Valley, Suisun
<i>Twelfth</i>	Sonoma	Herbert W. Slater (D).....	Santa Rosa
<i>Thirteenth</i>	Marin	Thomas F. Keating (D).....	Freitas Bldg., San Rafael
<i>Fourteenth</i>	San Francisco	Gerald J. O'Gara (D).....	1142 Filbert St., San Francisco
<i>Fifteenth</i>	Solano	Thomas McCormack (R)	Rio Vista
<i>Sixteenth</i>	Alameda	Arthur H. Breed, Jr. (R)	1081 Clarendon Crescent, Oakland
<i>Seventeenth</i>	Contra Costa	T. H. DeLap (R).....	American Trust Bldg., Richmond
<i>Eighteenth</i>	Santa Clara	Byrl R. Salsman (R).....	2030 Webster Street, Palo Alto
<i>Nineteenth</i>	Sacramento	Earl D. Desmond (D).....	2022—22nd St., Sacramento
<i>Twentieth</i>	San Joaquin	Bradford S. Crittenden (R)	First National Bank Bldg., Stockton
<i>Twenty-first</i>	San Mateo	Harry L. Parkman (R).....	8 Corte Dorado, Millbrae

State Assemblymen

<i>Third</i>	Tehama, Glenn, Colusa, Yolo	Lloyd W. Lowrey (D).....	Rumsey
<i>Fourth</i>	Butte, Yuba, Sutter	Bert W. Loomis (R).....	587 E. 38th St., Chico
<i>Fifth</i>	Lake, Napa, Solano	Earnest C. Crowley (D).....	Fairfield
<i>Sixth</i>	Nevada, Placer, Amador, El Dorado, Calaveras, Alpine, Tuolumne, Mariposa, Mono, Inyo	Allen G. Thurman (R).....	Colfax
<i>Seventh</i>	Sonoma, Marin	Richard McCollister (R).....	321 Sycamore Avenue, Mill Valley
<i>Eighth</i>	Sacramento	Chester F. Gannon (R).....	3543 H Street, Sacramento
<i>Ninth</i>	Sacramento	Dwight H. Stephenson (R)	Rt. 1, Box 1127, Elk Grove
<i>Tenth</i>	Contra Costa	George Miller, Jr. (D).....	608 Key Blvd., Richmond
<i>Eleventh</i>	San Joaquin	Charles M. Weber (R).....	300 First National Bldg., Stockton
<i>Twelfth</i>	San Joaquin	James E. Thorp (R).....	Lockeford
<i>Thirteenth</i>	Alameda	Francis Dunn, Jr. (D)	1634—69th Avenue, Oakland
<i>Fourteenth</i>	Alameda	Randal F. Dickey (R).....	3221 Thompson Ave., Alameda
<i>Fifteenth</i>	Alameda	Bernard A. Sheridan (R)	3135 Sheffield Ave., Oakland
<i>Sixteenth</i>	Alameda	Marvin Sherwin (R).....	111 Pacific Ave., Piedmont
<i>Seventeenth</i>	Alameda	Edward J. Carey (R).....	4506A San Pablo Ave., Emeryville
<i>Eighteenth</i>	Alameda	Thomas W. Caldecott (R).....	2962 Piedmont Ave., Berkeley
<i>Nineteenth</i>	San Francisco	Bernard R. Brady (D).....	294—28th Ave., San Francisco
<i>Twentieth</i>	San Francisco	Thomas A. Maloney (R).....	350 Missouri St., San Francisco
<i>Twenty-first</i>	San Francisco	Albert C. Wollenberg (R).....	2748 Steiner St., San Francisco
<i>Twenty-second</i>	San Francisco	George D. Collins, Jr. (D).....	1456 Union St., San Francisco
<i>Twenty-third</i>	San Francisco	William Clifton Berry (D)	3747—20th St., San Francisco
<i>Twenty-fourth</i>	San Francisco	Edward F. O'Day (D).....	342 Granada Ave., San Francisco
<i>Twenty-fifth</i>	San Francisco	Raymond W. Blosser (R).....	222 Moncada Way, San Francisco
<i>Twenty-sixth</i>	San Francisco	Edward M. Gaffney (D).....	295 Sanchez St., San Francisco
<i>Twenty-seventh</i>	San Mateo	Richard J. Dolwig (R).....	130 Knoll Circle, So. San Francisco
<i>Twenty-eighth</i>	Santa Clara	Robert C. Kirkwood (R).....	P.O. Box 466, Saratoga
<i>Twenty-ninth</i>	Santa Clara	John F. Thompson (R).....	Rt. 3, Box 408, San Jose

(This Page May Be Detached and Kept For Reference)

Complete list of Senators and Assemblymen may be obtained upon request to the San Francisco Chamber of Commerce, 333 Pine Street.

December and Annual Survey of Business Conditions in San Francisco

BRANCH OF ACTIVITY	DECEMBER 1946	DECEMBER 1945	PER CENT CHANGE	12 MONTHS 1946	12 MONTHS 1945	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY S. F. C. of C. Index 1935-39 Avg. = 100.....	275.3	247.9	11.1	217.9	203.5	7.1
CONSTRUCTION PERMITS						
Total..... (number)	516	549	6.0	8,089	5,577	45.0
Residential, New..... (number)	1,924,239	2,505,709	-23.7	42,251,771	16,786,030	153.8
Dwelling Units..... (value)	1,423,740	1,460,700	-2.5	16,625,658	9,244,325	79.8
Single-family Dwellings, New..... (number)	135	177	-23.7	3,112	2,085	48.5
Non-Residential, New..... (value)	1,010,440	1,042,450	-3.1	13,541,278	5,928,925	128.4
Additions, Alterations and Repairs..... (number)	15	22	-31.9	291	151	92.7
..... (value)	110,277	363,134	-69.6	12,771,443	2,888,954	342.1
..... (number)	335	309	8.4	5,101	2,695	89.3
..... (value)	390,722	681,875	42.7	10,766,459	4,364,437	146.7
REAL ESTATE						
Sales..... (number)	(d)	1,587		(d)	16,322	
..... (value)	(d)	15,627,255		(d)	178,457,423	
Mortgages and Deeds of Trust..... (number)	(d)	1,316		(d)	14,346	
..... (amount)	(d)	10,758,527		(d)	103,623,500	
RETAIL DEPARTMENT STORE SALES San Francisco..... (index)	418	352	18.8	254	214	18.7
FINANCE						
Bank Debits..... (\$000)	2,299,637	2,094,972	9.8	23,330,576	21,248,370	9.8
Bank Clearings..... (\$000)	1,705,085	1,504,839	13.3	18,254,463	15,743,541	15.9
Postal Receipts..... (\$)	1,914,370	3,989,750	-52.0	21,440,141	50,818,124	-57.8
San Francisco Stock Exchange..... (no. shares traded)	1,015,293	1,380,954	-26.5	14,950,963	9,754,154	53.3
..... (market value)	15,184,836	21,726,255	-30.1	229,925,921	186,126,964	23.5
COMMERCIAL FAILURES						
Liabilities..... (\$)	80,472	0		1,079,810	184,576	
Assets..... (\$)	50	0		346,670	19,421	
EMPLOYMENT & PAYROLLS—Bay Area (\$ Co.)						
Employment..... (index)	145.7	96.9	50.4	135.7	208.5	-34.9
Payrolls..... (index)	251.9	157.1	60.3	223.6	384.7	-61.9
NON-MANUFACTURING INDUSTRIES (\$ Co.)						
Laundrying, Cleaning, Dyeing..... (payroll)	176.6	169.0	4.5	169.6	166.9	1.6
Wholesale Trade..... (payroll)	201.9	150.5	34.2	177.5	150.8	16.4
Retail Trade..... (payroll)	230.8	166.0	39.0	179.3	142.8	25.6
Hotels..... (payroll)	248.6	224.5	10.4	235.8	205.8	13.8
PLACEMENTS IN SAN FRANCISCO—U. S. E. S.						
Industrial Placements..... (number)	5,195	5,465	-5.0	52,213	111,499	-52.3
Commercial Placements..... (number)	4,435	4,728	-6.2	41,437	97,415	-57.5
..... (number)	760	927	-3.1	11,776	14,084	-16.4
TRANSPORTATION						
Freight Car Movements..... (number)	26,756	21,336	25.4	275,796	349,709	-21.2
Industrial and Commercial Traffic..... (no. planes)	4,393	5,249	-16.0	52,349	34,040	55.8
Express Shipment—Rail..... (no. passengers)	62,719	40,960	53.1	834,360	449,145	85.8
Air Mail Loaded..... (number)	455,319	529,950	-14.1	4,623,042	4,418,009	4.6
Air..... (pounds)	24,619	21,031	20.8	210,337	193,377	54.1
Air Mail Loaded..... (pounds)	642,576	2,606,178	-75.3	6,331,247	21,799,623	-71.0
WORLD TRADE						
Vessel Arrivals with Cargo..... (net registered tons)	999,921	1,260,553	-20.7	12,354,102	14,996,467	-17.6
Vessel Departures with Cargo..... (net registered tons)	288	226	27.4	2,769	13,467	-20.1
Exports—Value..... (millions of dollars)	1,281,125	1,128,945	13.5	12,183,811	14,999,180	-18.8
Quantity..... (millions of pounds)	3.6(e)	6.9(f)	-47.8	236.1(g)	176.7(h)	33.6
Imports—Value..... (millions of dollars)	140.8(e)	138.4(f)	2.7	4,077.2(g)	2,016.8(h)	102.1
Quantity..... (millions of pounds)	3.5(e)	6.4(f)	-45.3	73.7(g)	48.4(h)	52.3
..... (millions of pounds)	16.6(e)	82.6(f)	-80.0	779.7(g)	688.6(h)	13.2
UTILITIES AND NEW DEVELOPMENTS						
Electric Energy Sales Index..... (k.w.hrs.)	100	189	0.5	185	183	1.1
Industrial and Commercial Gas Sales..... (cu. ft.)	1,137,174	980,219,000	16.0	12,855,169,500	12,785,568,200	0.5
Water Consumers..... (net gain)	280	167	67.7	2,667	2,350	13.5
Tourist and Settler Inquiries..... (number)	145	109	33.0	3,666	1,480	147.7
DAIRY RECEIPTS, FRUITS AND VEGETABLES						
Butter..... (pounds)	2,267,896	3,149,188	-28.0	21,778,524	47,193,130	-53.9
Cheese..... (pounds)	1,497,333	1,191,638	25.7	17,459,458	16,002,467	9.1
Eggs..... (cases)	109,716	61,385	78.7	1,156,133	1,411,626	-18.1
Poultry, Dressed..... (pounds)	5,318,838	4,791,929	11.66	50,338,466	28,104,410	7.9
Fruits and Vegetables..... (carlots)	1,957	1,630	20.1	23,800	23,666	0.6
LIVESTOCK SLAUGHTER (b)						
Cattle..... (total number)	177,101	196,572	-9.9	2,387,112	2,387,262	-2.5
Calves..... (number)	40,594	49,516	-21.7	490,516	521,854	-4.9
Sheep and Lambs..... (number)	9,238	6,822	35.4	128,097	147,829	-13.4
..... (number)	75,049	92,532	-18.9	1,258,884	1,343,230	-6.3
..... (number)	52,250	52,524	-0.1	444,615	374,349	18.8
S. F. LIVING COSTS 1935-39 Avg. = 100						
Food..... (index)	204.6	154.1	32.8	170.1	148.1	8.0
Clothing..... (index)	167.0	147.0	15.6	154.6	143.1	8.9
Rent..... (index)	(106.7)	(106.4)	0.3	(106.5)	(106.3)	0.2
Fuel, Electricity and Ice (c)..... (index)	82.5	92.9	-11.2	85.8	92.7	-7.4
Gas and Electricity..... (index)	72.5			77.3		
Other Fuel and Ice..... (index)	116.4			114.2		
House Furnishing Goods..... (index)	149.0	132.0	12.9	134.7	131.8	2.2
Miscellaneous..... (index)	146.4	133.8	9.4	138.6	132.6	4.5
All Items..... (index)	160.4	135.8	18.1	145.7	132.8	8.2

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Not available for survey.

(e) October 1946 latest available.

(f) October 1945.

(g) 10 months cumulative 1946 latest available.

(h) 10 months cumulative 1945.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture, and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

Bay Crossing Okayed

(Continued from page 1)

most important step forward for this area in recent history."

Eastman pledged support of the Chamber in follow-up work.

"The same spirit of Bay Area Unity that made it possible for us to present an unanimous case to the Army-Navy Board will bring this project to successful completion within the next few years," declared Eastman.

• "Both sides of the Bay are together in this cause, and as an integrated economic unit, bound together by magnificent bridges and other types of crossing, this area faces an unlimited future."

Eastman pointed out that approval of the crossing results largely from work done by State agencies, civic and other organizations, and city and county administrations in San Francisco and the Bay Area.

The San Francisco Chamber of Commerce, in cooperation with the City Administration, prepared and presented a 163-page report to the Joint Army-Navy Board at its hearings in this city in August, 1946.

• The report, including maps, charts and photographs illustrating the need for a second crossing, was prepared under Chamber direction, with cooperation of City agencies, including the City Planning Commission. Testimony to the board on behalf of the Second Bay Crossing was presented Tuesday, August 13, 1946, by 1946 Chamber President Brayton Wilbur and G. L. Fox, manager of the Chamber's Industrial Department.

The Board has approved construction of a crossing starting at the west end from the foot of Army Street, with 3,600 feet of trestle 15 feet above the mean low water level; then 6,400 feet of tube; then 15,000 feet of trestle to the foot of 5th Street and Alameda; then a four-lane highway directly across Alameda. The San Francisco end would be six lanes. From this a four-lane tube across the Oakland Estuary would come out in Oakland in the vicinity of Fifth, Clay and Washington Streets.

From the west end near Third and Army the road would lead into Third and Tennessee and thence to the downtown business area, also along 26th Street to the Bayshore Highway. On the matter of rapid transit, the Board further suggests that ultimately a tube should be constructed in the vicinity of Third and Howard Streets to 12th and Magnolia Streets in Oakland.

It is recommended that on the San Francisco side a loop subway following roughly the line of Third Street, Army Street, Potrero, Eleventh Street, Van Ness, Lombard, Columbus, Kearny, and back on Third Street be built to give rapid transit service to the downtown area. Eventually it is recommended that there be construction of a subway line to west of Twin Peaks, Richmond, Sunset, and Mission districts in San Francisco, and to Berkeley, Claremont and Piedmont.

The Board went on to say that after considering 29 plans, including the Reber plan, it had eliminated all but three, which include the following:

1. Telegraph Hill to Oakland;
2. Rincon Hill to Oakland, roughly paralleling the present Bay Bridge and quite close to it; and
3. Army Street to Alameda, which was finally approved by the Board.

\$235,183,971 for New Industries Since V-J Day

Industrial development at an unprecedented rate has occurred and is continuing in Northern California and the San Francisco Bay Region since V-J Day, as represented by 1,732 projects to cost \$235,183,971. This statement is based on statistics tabulated by the San Francisco Chamber's Industrial Department.

• During the 17 months period 48 northern California counties announced 721 expansions of existing plants to total \$126,702,968 in investments and 1,011 new plants to aggregate \$108,481,003. The San Francisco Bay Region accounted for 616 of the expansions at \$119,815,035 and 798 of the new factories to cost \$86,430,023 for a total of 1,414 projects and \$206,245,058 in expenditures.

San Francisco County claims 3% of the projects with expenditures to total \$23,670,800. These divide into 211 expansions at \$12,332,000 and 185 new plants at \$11,348,800.

A comparison of 1945 and 1946 figures shows almost equal development in Northern California for each year in terms of total expenditures, but 1946 out-stripped the previous year in number of projects by 438, showing a decided trend toward smaller manufacturing ventures.

A complete summary of 1945 and 1946 industrial development follows:

SAN FRANCISCO			
1945		1946	
133 expansions	\$ 5,463,350	158 expansions	\$10,084,300
119 new plants	11,918,300	126 new plants	4,815,500
252 total	\$17,381,650	284 total	\$14,899,800
5,394 new jobs		3,256 new jobs	
BAY REGION (12 Counties)			
321 expansions	\$ 6,687,620	441 expansions	\$ 6,099,615
379 new plants	31,892,648	594 new plants	53,938,475
700 total	\$118,580,268	1,035 total	\$116,038,090

NORTHERN CALIFORNIA (48 Counties)			
1945		1946	
364 expansions	\$ 69,418,120	525 expansions	\$ 67,085,548
480 new plants	68,081,248	753 new plants	70,026,155
844 total	\$137,499,368	1,278 total	\$137,105,703

December 1946 announcements for northern California total 113 projects to aggregate \$6,484,300 in outlays. The Bay Region accounts for 83 of these projects to cost \$5,498,500. December developments summarize as follows:

SAN FRANCISCO		BAY REGION (12 Counties)	
6 expansions, 126 jobs	\$522,000	23 expansions	\$3,290,000
8 new plants, 48 jobs	141,000	65 new plants	2,208,500
14 total 174 jobs	\$663,000	88 total	\$5,498,500
NORTHERN CALIFORNIA (48 Counties)			
32 expansions	\$3,571,800		
81 new plants	2,912,500		
113 total	\$6,484,300		

Some of the Bay Region projects for December are:

- Morris Refrigerator Company, San Francisco, plans erection of 80 x 140-foot steel frame one-story building for expansion of manufacturing plant. Total investment will exceed \$100,000.
- Pelton Water Wheel Company, San Francisco, has invested approximately \$100,000 in new equipment in 1946 and will spend about the same amount in 1947 on expansion creating 50 new jobs.
- Chipman Chemical Company, South San Francisco, purchased 6-acre site on Bayshore Boulevard and plans to erect new plant to manufacture insecticides.
- F. M. Ball Company, Oakland, constructing new \$400,000 pre-cooling plant on 6-acre site on San Leandro Boulevard.
- Kaufman Meat Company, San Jose, will erect 100 x 100-foot one-story reinforced concrete rendering plant in conjunction with its packing plant on Berryessa Road. New building and alterations to present plant will cost \$100,000.
- Owens-Illinois Glass Company, Oakland, will remodel and expand glass manufacturing plant at a cost of \$126,000.

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Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, February 13, 1947

Number 7

Chamber, Municipal Court To Campaign for Traffic Safety

A program of joint action on a traffic safety campaign will be launched by the San Francisco Chamber of Commerce and Judge Leo A. Cunningham, presiding judge of San Francisco's Municipal Court.

• The Traffic and Highway Committee of the Chamber and Judge Cunningham's office will work together on plans for a campaign to cut down the present high accident rate through public education of the principles of traffic safety.

The committee will aid in the planning, development and promotion of Judge Cunningham's weekly traffic safety court series which began last Friday, February 7. The weekly court features key speakers on all phases of traffic safety and is attended by the general public and special civic groups.

Commenting on the Chamber's offer of cooperation, Judge Cunningham said:

• "I am pleased that the San Francisco Chamber of Commerce has expressed the willingness to join with the Municipal Court in this traffic safety campaign. It is my hope that the Court, the Chamber and all other civic agencies can be a great help in decreasing our accident rate."

One of the immediate projects of the Chamber will be the development of a radio series relating to traffic safety.

Civic Luncheon to Honor Clarence Baen

To honor Clarence Baen, retiring president, San Francisco Convention and Tourist Bureau, a luncheon will be held Monday, February 17, in the Italian Room of the St. Francis Hotel.

• Co-sponsors of the luncheon are the Convention and Tourist Bureau, San Francisco Chamber of Commerce; California Northern Hotel Association, and Downtown Association.

Principal speaker will be Dr. B. M. Rastall, business engineer who has conducted traffic and business surveys in San Francisco. Dr. Rastall will discuss "Economics on the City Level."

Baen will be presented a scroll by W. Lansing Rothschild, 1947 Bureau president. Al Barson, president, California Northern Hotel Association, will preside at the luncheon.

Representing the Chamber will be Carl J. Eastman, Chamber president, and Louis B. Lundborg, general manager of the Chamber.

L. M. Giannini to Head State Committee on I. T. O. Charter

L. M. Giannini, president, Bank of America, and member of President Truman's Committee for Financing Foreign Trade, has been appointed head of a California non-governmental committee to encourage participation in the nation-wide hearings being held on the proposed Charter for the International Trade Organization, it was revealed today by the San Francisco Chamber of Commerce.

Program for Chamber Hawaiian Trip Being Planned

A well-balanced program of business and pleasure has been planned for San Francisco businessmen and their wives who participate in the first post war Chamber-sponsored visit to the Hawaiian Islands, March 1-10.

• Only one week remains in which to make reservations for the trip, according to Carl J. Eastman, Chamber president, who will lead the group. The trip, first to be made by air, will be flown in a modern, speedy DC-4.

Hawaiian hosts are planning a complete tour by automobile of Honolulu, as well as visits through the Hawaiian sugar and pineapple plantations and other industries.

Although a well-rounded social program is planned, Eastman pointed out, there will also be time available in the Islands for individual business development visits and civic activities on the part of participants.

2nd Bay Crossing Groups Study Board Recommendations

Agreement on the need for joint study of the Army-Navy board report on a second Bay crossing and any other bay crossing plans was the principal accomplishment of last week's meeting of the San Francisco Chamber of Commerce and Oakland Chamber of Commerce second bay crossing committees.

• Belford Brown, chairman of the San Francisco committee, stressed the importance of joint study by the two groups so that the Bay Area could act as a unit in the development of a second crossing.

Members of both committees agreed that the Army-Navy board report should be referred first to the individual committees for further study and following that be examined jointly by the San Francisco and East Bay groups.

The Oakland Chamber committee highly praised the San Francisco Chamber committee for the factual data and statistics prepared for the meeting.

• Purpose of the hearings is to give an opportunity to all persons interested in foreign trade to express their viewpoints and offer suggestions on American foreign trade policy. The material and suggestions obtained at the hearings will be used by the American delegation attending the Geneva conference in creating an International Trade Organization.

The hearings in San Francisco will be held March 10-11. Business organizations interested in cooperating in these hearings are requested to contact Jesse W. Tapp, vice president, Bank of America National Trust and Savings Association, San Francisco, for additional information.

San Francisco hearings on the proposed I. T. O. Charter will be held at the U. S. Customs Court, 417 Appraisers Building, 630 Sansome Street.

Temporary Sugar Controls Asked

Maintenance of temporary rationing and price control over sugar was urged today by the San Francisco Chamber of Commerce.

• At the same time the Chamber requested (1) that the administration of these temporary controls be delegated to the Secretary of Agriculture; and (2) that these controls be lifted as soon as practicable through a "realistic and intelligent" program prepared by the Secretary and representatives of sugar producers and consumers.

Pointing out the present short supply of sugar, the Chamber's Board said, "To remove all controls now or for the Congress to allow them to lapse by failing to renew temporary controls prior to their expiration dates, carry the twin dangers of maldistribution and excessive rise in prices."

TRAFFIC SAFETY COURT OPENS



Left to right: Police Chief Charles Dullea, Judge Leo A. Cunningham, and Edward L. Turkington, vice chairman of the Traffic and Highway Committee of the San Francisco Chamber of Commerce. Occasion was the first in a series of Traffic Safety Courts to be attended by traffic violators and citizens interested in traffic safety rules.

California Leads West in Common Stock in U. S. Steel

California led the West in the number of stockholders of common stock of United States Steel Corporation during 1946, according to a statement released by U. S. Steel.

Common stock held in California at the end of 1946 totalled 461,416 shares against 408,174 shares in 1945. Preferred stock in this state totalled 134,660 shares against 133,080 on December 31, 1945.

The statement also revealed a marked increase in the number of stockholders of common stock in the eleven Western States during the year 1946. As of December 31, 667,836 shares of common stock were owned in the eleven Western States as compared with 602,154 shares on December 31, 1945. Holders of preferred stock in this same area totalled 186,779 shares against 184,654 shares on December 31, 1945.

New Air Freight Firm Opens S. F. Office

Federal Air Freight Company of California, Inc. has opened a San Francisco office to serve the Bay Area, offering direct one-carrier service to Los Angeles, St. Louis, Chicago, Detroit, Philadelphia and New York, with trans-shipping to all major cities in the east.

Woody Weinert, formerly associated with American Airlines, has been appointed District Sales Manager of the company which is one of the largest air freight carriers in the country, having sales offices in Los Angeles and New York. Sales offices will open in Chicago and Miami in the near future.

Traffic Safety Courts Backed By Civic Officials

First in a series of "Traffic Safety Courts" began last week in the courtroom of Judge Leo A. Cunningham, presiding judge of San Francisco's Municipal Court.

Guests at the first session included Mayor Roger D. Lapham, Judge Milton Sapiro, Judge John MacMahon, Police Chief Charles Dullea, Supervisor Pat MacMurray, and Edward L. Turkington, vice-chairman of the Traffic and Highway Committee of the San Francisco Chamber of Commerce.

The weekly meeting is designed to make the citizens of Northern California more conscious of the rules of traffic safety.

The court is attended by the general public as well as special civic groups interested in traffic safety. Also in attendance are traffic violators who have appeared before Judge Cunningham during the week.

The meetings, held every Friday at 2:00 P.M., will feature talks, motion pictures and exhibits on all phases of traffic safety and traffic accidents. Mayor Lapham, describing the automobile as something that "can be used as an agent of peace or an agent of grief," stressed that constant vigilance is necessary if San Francisco's traffic accident record is to be improved.

Municipal Judge Milton Sapiro told the courtroom that major traffic violations grow out of minor ones such as illegal parking. He also pointed out that automobile drivers seem to ignore consideration of others and referred to failure to use hand signals as an example of this point.

Chief Dullea reported that traffic enforcement takes twenty per cent of the police department's personnel and that 131 people were killed in San Francisco last year because of negligent driving. Referring to the present no parking and no stopping restrictions in the downtown area, Dullea said that these restrictions were removed for only one day, no traffic would be able to move through the area.

S. F. Bay Area Industrial Growth Cited in Radio Talk

Ample jobs for population attracted to California by war plants are assured by continued industrial growth in northern California, according to G. L. Fox, Manager, Industrial Department, San Francisco Chamber of Commerce, in an interview broadcast last week by Radio Station KPO from the Telenews Theatre.

Since 1940, Fox said, California has experienced a growth of more than 1,900,000 in population, according to U. S. Census Bureau statistics. Florida is the state having the next largest growth with a gain of 488,000. California's increase exceeded the aggregate increase for the same period made by Florida, Virginia, Texas, and Washington, the nation's next most rapidly growing states.

Since 1940 the percentage of California's population residing in the northern part of the state has shown an increase of from 44.8 per cent in 1940 to 45.7 per cent.

Unprecedented rates of industrial development promise to afford basic employment to support the greatly expanded population, Fox said. From March 26, 1946 through January 16, 1947 while industrial construction has been controlled by the federal government, 10.6 per cent of the industrial construction permits issued for the entire nation have been granted for the region served out of the San Francisco office of Temporary Controls. Further, he announced, since V-J Day, 1732 new plant and factory expansion projects have been announced for northern California, involving outlays of \$235,183,000.

For the year 1946, he said that 1278 projects representing over \$137,000,000 have been reported, marking the continuance of diversified industrial development which began to reach unprecedented proportions during the war.

Industrial development is in highly diversified lines, reflecting the varieties of materials available in the state and the high purchasing power of the growing markets which may be most advantageously served from here.

Prisons Employment Placement Consultant Here

To consult with business and professional organizations interested in the Employment Placement program conducted by the Federal Bureau of Prisons, A. F. Lykke, Employment Placement Officer, will be in San Francisco February 17-19.

Purpose of the program, which has been conducted in major West Coast cities for the past three years, is to assist deserving individuals to find legitimate employment prior to their release from various Federal institutions.

Jesse W. Tapp Named to U. S. C of C Agricultural Group

Jesse W. Tapp, long time member of the Agricultural Committee of the San Francisco Chamber of Commerce, has been appointed to the 1947 Agricultural Committee of the Chamber of Commerce of the United States.

● Tapp is a vice-president of the Bank of America.

The national chamber appointment was made by William K. Jackson, president of the United States Chamber of Commerce.

Tapp has a long record of experience and activity in the agricultural field. As an official of the United States Department of Agriculture from 1933 to 1939, he held the post of president of the Federal Surplus Commodity Corporation and assistant administrator of the Agricultural Adjustment Administration.

In 1943 Tapp was appointed Deputy Food Administrator of the United States serving under Food Administrator Chester C. Davis.

Fire Bombs Become Fire Extinguishers

How metal stampings left over from the war effort are being converted into an ingenious fire extinguisher is explained by the Industrial Department of the San Francisco Chamber which cooperated in the project with the Chamber's Domestic Trade Department.

● Metal stampings designed to be used in incendiary bombs during the war are being used by Maxwell L. Johnston of Mill Valley to make "Super-Jets," affording employment for five persons in a Sausalito plant and demonstrating the kind of ideas sought by the Chamber's Industrial Department to stimulate development in this region.

The extinguisher containers are being manufactured at Norberg Tool and Manufacturing Company plant in Sausalito and provide a simple, fast-acting and inexpensive means of applying a stream of carbon-tetrachloride to a flame under the pressure of carbon dioxide gas. Thousands of the bomb parts were heading for scrap piles before Johnston conceived the idea of converting them for use in extinguishers.

Chamber Staff Member Heads Traffic Group Committee

Thomas J. Champion, member of the staff of the Transportation Department of the San Francisco Chamber of Commerce, has been appointed 1947 chairman of the Legislation Committee of the Pacific Traffic Association of San Francisco.

FIRST 1947 NEIGHBORHOOD MEETING



Left to right: Vincent McNally, president of Haight-Ashbury Merchants Association; Carl J. Eastman, president, San Francisco Chamber of Commerce; Raymond D. Williamson, president of Haight-Fillmore and Divisadero Street Merchants Associations; and Thomas J. Lenehan, president, Retail Merchants Association. Occasion was the first in the 1947 series of district luncheon meetings sponsored by the Chamber.

S. F. Manufacturers' Group Inaugurates Bulletin Service

A bulletin service for San Francisco and Los Angeles buying offices and the fashion press has been inaugurated by the Manufacturers and Wholesalers Association of San Francisco under the direction of the San Francisco Resources Council.

● Captioned "Market Scouting in San Francisco," the bulletin will have a sketch and description of an Association member's garment, accessory or item, with swatches of cloth attached to the bulletin.

For details of this form of sales promotion, members should call San Francisco Resources Council, Garfield 1078.

New Directories Ready

A new "Directory of Manufacturers' Agents of San Francisco" has been prepared by the Domestic Trade Department of the San Francisco Chamber of Commerce and is now available to Chamber members.

● Also completed by the Department is Part Three of the Directory of San Francisco Manufacturers, covering metal products and machinery.

Chamber members interested in obtaining copies can do so by contacting the Chamber's Domestic Trade Department.

Chamber Resumes Neighborhood Radio Series

First of the 1947 series of "Meet the Neighborhoods" radio programs will be broadcast on Station KSFO Friday, February 14, at 8:30 P.M., according to an announcement by the San Francisco Chamber of Commerce.

● The first program will feature the Divisadero Street Merchants Association, the Haight-Ashbury Merchants Association and the Haight-Fillmore Merchants Association.

Len Gross, manager of the Chamber's Radio Bureau, will review the history of the three districts and will interview Vincent McNally, president of the Haight-Ashbury merchants; and Raymond D. Williamson, president of the Haight-Fillmore and Divisadero Street group.

Edward L. Turkington, vice-chairman of Chamber's Traffic and Highway Committee and member of the San Francisco Police Commission, will discuss current plans for city traffic improvements.

The "Meet the Neighborhoods" series is recorded each week from a different San Francisco district at a joint luncheon attended by district business men, Retail Merchants Association and Chamber of Commerce officials.

SAN FRANCISCO TAX CALENDAR—FIRST QUARTER 1947

(Continued from January 23)

CITY—STATE SECTION

Date	Interested Parties	Act Required	Responsible Agency
Mar. 3	City property owner exemption claims. Common carriers.	File affidavit and claim before last Monday in June. File report of alcoholic beverages imported during February. File return and pay tax for February.	City and Co. Assessor State Bd. of Equalization
15	Distilled spirits manufacturers, mfr.'s agents, wholesalers, rectifiers and brandy manufacturers.	File return and pay tax for February.	State Bd. of Equalization
15	Beer and wine manufacturers and importers.	File report for February.	State Bd. of Equalization
15	Producers and brokers of motor vehicles.	File report for February.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles.	File return and pay first installment of taxes on calendar year basis.	State Bd. of Equalization
15	Banks and corporations.	File statement of property owned or used first Monday of March.	State Bd. of Equalization
15	Owner of state-assessed property.	File return and pay tax for February.	State Bd. of Equalization
20	Motor vehicle transportation operators.		State Bd. of Equalization

FEDERAL SECTION

Date	Interested Parties	Act Required	Responsible Agency
Mar. 15	Individual and business firms.	Last day to file general claim for refund or credit for income and excess profits taxes paid for calendar year 1943.	Collector of Int. Rev.
15	Individual and business firms.	Last day to file claim for refund or credit relating to overpayments attributable to bad debts or security losses for calendar year 1939 and for carry-over or carry-back related thereto.	Collector of Int. Rev.
15	Business firms.	Last day to file claim for refund or credit relating to overpayment on 1942 attributable to a net operating loss carry-back or to an unused excess profits credit carry-back from calendar year 1943.	Collector of Int. Rev.
31	Business firms.	Last day to file application to change accounting method (cash or accrual) for 1947 including change to declining balance method of depreciation.	Collector of Int. Rev.
31	Retailers, amusements, mfrs., cabarets.	File return for preceding month and pay tax due for admissions, dues and miscellaneous taxes including Retailers' Excise Tax.	Collector of Int. Rev.

LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco.	City Hall, Civic Center	HEmlock 5200	California State Franchise Tax Commissioner, 540 Van Ness Avenue	UNderhill 7234
Tax Collector, City and County of San Francisco.	City Hall, Civic Center	HEmlock 2121	California State Motor Vehicle Dept., 160 South Van Ness Ave.	MArket 4820
California State Board of Equalization.	State Bldg., Civic Center	UNderhill 8700	U. S. Collector of Internal Revenue, 100 McAllister St.	KL 2-2833

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbrook 4511, Ext. 18. Also included are notices of the arrival of foreign visitors in San Francisco or other parts of the United States.

6451 CHINA—Globe Mercantile Co., P.O. Box 39, Taingtau, manufacture and sell large quantities of human hair nets.

6452 CZECHOSLOVAKIA—Ceskoslovenske Doly, Narodni Podnik, Ceska Obchodni Spolecnost, Praha 11, Senovazna 3, offers Van Dyke brown soluble and insoluble paints.

6453 CZECHOSLOVAKIA—Ing. C. Jiri Cerny, 5 Na Morani, Prague II, sells native goods and ware, especially handpainted vases, dishes, jewelry, cut glass, linens, gloves dolls, table sets, etc.

6454 ENGLAND—Industrial Exports Ltd., Salisbury House, London Wall, London E.C.2, sells all kinds of machinery, equipment and tools, either as or used.

6455 FRANCE—Etablissements Mathiot, Coffre-forts, 8-10 rue Semanaz, Pre Saint-Gervais (Seine), manufactures and sells all kinds of safes.

6456 HONG KONG—Cathay Trading Co., 12 Wing Lok Street, sell all kinds of firecrackers and fireworks displays and "Chinese Fireworks."

6457 HONG KONG—P. T. M. Hoe & Co., P.O. Box 325, King's Building, sell their native products, goods, especially feathers, brushes, seeds, oils, roots, bambos, porcelain, etc.

REPRESENTATIONS—AGENCIES—DISTRIBUTORSHIPS

6499 AUSTRALIA—Engineer James F. Welch, 30924 Whittier, California, is leaving soon for Australia where he will establish an agency. Seeks contact with reputable engineering or plastic company whom he could represent in Australia and New Zealand. Write at above address.

6500 BRAZIL—Representatives Inter Americanas Limitada, Caixa Postal 3055, Av. Franklin Roosevelt 87, 110 andar, Sales 11045, Rio de Janeiro, want to act as agents for reliable American firms.

6501 BRAZIL—Irmãos Mastrandrea & Cia. Ltda., Caixa Postal 5513, Sao Paulo, seek agency or representation for Rio and Sao Paulo. Would like to hear from manufacturers or wholesalers dealing in general merchandise.

6502 CANADA—McBride, Jackson, Ltd., Vancouver, B. C., are anxious to obtain some American lines for sale to the grocery, drug or hardware trade in Western Canada. Write to above address or care of Canadian Government Trade Commissioner 510 West, 6th Street, Los Angeles.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring to offer, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 86.

D-6572—GUBELIN INTERNATIONAL CORPORATION, 336 Park Avenue, New York 22, New York, seeking an agent for their Swiss products—millinery machines, musical movements, gold plated clasps for ladies' handbags, candy cones, covered with Swiss handkerchiefs and cutlery.

D-6573—MR. G. B. VALE, 1309 Grant Street, Denver, Colorado, interested in representing local manufacturers of foods, candy and drug sundries in Colorado, Utah, southern Idaho, northern New Mexico and Texas panhandle.

D-6575—MANCHESTER PRODUCTS COMPANY, 400 Chester, Missouri, desire a manufacturer's agent for their copper lacerns—post, interior and exterior hanging and various other lanterns. Sell in appliance, hardware, specialty and department stores. 1245 percent commission of the wholesale price.

D-6576—DAVY ENGINEERING COMPANY, 924 Sampson Street, San Diego 2, California, seeking jobbers and wholesalers in this area for their sporting goods, auto accessories and other miscellaneous articles.

D-6577—MR. WILLIAM D. SHEA, JR., Room 1249, Russ Building, San Francisco 4, California, for his client Mr. Robert W. Miller, Honolulu, Hawaii, seeking a mainland distributor for his Hawaiian perfume. Office and warehouse to be established on Pacific Coast.

D-6578—MR. WILLIAM D. SHEA, JR., Room 1249, Russ Building, San Francisco 4, California, for his client Mr. Robert W. Miller, Honolulu, Hawaii, seeking a mainland distributor for his Hawaiian perfume. Office and warehouse to be established on Pacific Coast.

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CACOM Elects 1947 Officers

William Gallienne, manager of the Huntington Beach Chamber of Commerce, was elected president of the California Association of Commercial Organization Managers at the association's annual election meeting at Santa Cruz, Friday, February 7.

● Gallienne succeeds Leslie J. Freeman of San Leandro.

Newly-elected vice presidents are Carl Weidner, Merced; Granville Browning, Burlingame; Drew Bernard, Glendale.

Elected to the post of Association Bulletin Editor was Will Williams, Jr., San Francisco.

CACOM directors elected to fill expiring terms are Phil Breck, Santa Cruz; Dorothy Dye, Inglewood; Harry L. Hanson, Santa Ana; and Pat MacDannell, Gardena Valley. Edward B. Kennedy was re-elected secretary-treasurer.

C of C REPRESENTATIVES AT SUPERVISORS' MEETINGS

Attending the Board of Supervisors meeting Monday, January 27, was:

● R. J. Barbieri, member, San Francisco Chamber Board.

San Francisco Chamber Director attending the meeting on February 10 was:

● S. Belither.



Bay Region Business

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Number 8

\$65,000,000 Ford Program Here

FORD EXHIBIT LUNCHEON



Left to right: Mayor Roger D. Lapham; Henry Ford II, president, Ford Motor Company; and W. P. Fuller Brauner, first vice-president, San Francisco Chamber of Commerce. Occasion was a luncheon given at the Ford exhibit of 2600 automobile parts it plans to purchase from California manufacturers.

Ford Motor Company plans to buy \$65,000,000 of automobile supplies annually in California, according to Henry Ford II, president of Ford.

● **Speaking at a luncheon** sponsored by California Manufacturers Association, the San Francisco Chamber of Commerce and other chambers in the area, Ford explained that his company is decentralizing more purchasing, more assembling and more manufacturing to California.

As reason for this plan of decentralization to California, Ford cited the tremendous factory growth of this area, its increased income and skilled labor force.

Spearheading its purchasing policy was an exhibit which opened Monday of 2600 auto parts Ford Motor Company wants to buy from California manufacturers. A group of purchasing agents accompanying Ford were present at the exhibit to explain the company's production and buying policies and procedures, as well as exhibit details to the large audience of manufacturers.

● **Disclosing the advantages** to Ford of Western purchasing, Albert J. Browning, Ford vice-president and purchasing director, told the assembled manufacturers that West Coast producers are in a better position to compete with Eastern manufacturers for Ford business because of: (1) the great wartime expansion of iron and steel in the West, and (2) the higher freight rates charged on items shipped from the East, which average more than 10 per cent of the item's value.

For this reason, he said, western manufacturers are able to mass-produce many parts cheaper than eastern competitors.

Ernest J. Breech, Ford executive vice-president, and Mayor Roger D. Lapham spoke briefly. Also participating in the luncheon and exhibit was A. J. Davis, vice-president in charge of sales and advertising. Chairman of the event was J. D. Zellerbach, chairman of the sponsoring committee of California Manufacturers Association.

Accompanying the Ford party were a number of eastern industrialists investigating possibilities of establishing branch plants in the West.

SECOND BAY CROSSING ... Developments to Date

Chamber Proposals Submitted

"When all of the facts are before us, it should be possible to propose a definite program of objectives in the most desirable order of accomplishment," says a statement issued this week by the San Francisco Chamber of Commerce in reference to the day-by-day developments concerning a second Bay crossing.

● **The Chamber's special Bay Crossing Committee** held its first

(Continued on page 4, col. 2)

Resume of State and Federal Span Studies

War Department action on a joint Army-Navy Board recommendation for a low-level Bay crossing will be delayed until Bay Area groups have an opportunity to make a study of the feasibility of bringing railroads into San Francisco, it was learned this week from Representative Richard J. Welch.

● **Earlier this week** the California Department of Public Works, in a

(Continued on page 4, col. 3)

"MEET THE NEIGHBORHOODS" BROADCAST



Seated, left to right: Leonard B. Gross, manager, Radio Bureau, San Francisco Chamber of Commerce; Mel Fritze, KSFO radio announcer; Raymond D. Williamson, president, Haight-Fillmore and Divisadero Street Merchants Associations; and Vincent McNally, president, Haight-Ashbury Merchants Association.

Apartment House Owners Hear S. F. Chamber Speaker

"If San Francisco had the same density of population as New York County, the city would have 3,865,725 inhabitants."

● This statement was made by G. L. Fox, Manager of the San Francisco Chamber's Industrial Department, last week at a regular meeting of the Apartment House Association of San Francisco, Inc., when he spoke on "What's Ahead for San Francisco as Applied to the Apartment House Industry."

Fox presented detailed data demonstrating that the demand for increased housing in San Francisco will continue into the long range future as well as the short range term.

Foreign Representatives Lists Available

Complete, revised lists of foreign government representatives in San Francisco are now available in the World Trade Department of the Chamber.

● The list includes consulate representatives, foreign commercial representatives, and foreign chambers of commerce.

Chamber Meets With Bayview-Portola Merchants

Discussion of neighborhood problems was the highlight of the joint luncheon meeting of representatives of the San Francisco Chamber of Commerce and the Bayview and Portola Merchants Associations, Wednesday, February 19.

● The luncheon was held at the Bayview Post American Legion Hall at 5145 Third Street. Part of the program was recorded by station KSFO and broadcast two days later, Friday, February 21, at 8:30 P.M.

This was the second in the 1947 series of joint Chamber of Commerce-district merchant meetings.

Matthew C. Carberry, assistant treasurer of the Chamber and former president of the San Francisco Junior Chamber of Commerce, addressed the group.

Edward L. Turkington, vice-chairman of the Traffic and Highway Committee of the Chamber, discussed plans for improvement of the district's parking and traffic problems.

The meeting was presided over by Stephen Petersen, president of the Bayview Merchants Association, Thomas J. Lenehan, president of the Retail Merchants Association, and Larry Laher, president of the Portola Merchants Association.

Turkington, Petersen and Laher were interviewed on the radio broadcast.

Continued Coastwise and Intercoastal Ship Service Is Urged

Continued operation by the U. S. Maritime Commission of intercoastal and coastwise steamer services until July 1, 1947, was urged last week by the San Francisco Chamber of Commerce.

● This action was taken by the Chamber following the Maritime Commission's order to San Francisco steamship lines to cease all intercoastal and coastwise operations for it by March 1.

In telegrams to Congressman Haverer, Allen and Bradley of the California delegation, who are members of the House Merchant Marine and Fisheries Committee, the Chamber urged prompt passage of House Joint Resolution 114, which would extend the Maritime Commission's authority from March 1 to July 1.

"Cessation of the services now would create serious injury to commercial interests of this community," the Chamber statement declared.

Riordan Discusses Parking Regulations

Proposals for the solution of San Francisco's tangled downtown parking situation were discussed Friday, February 14, by Deputy Police Chief Michael Riordan.

● Riordan spoke at the second of the series of traffic safety meetings developed by Municipal Judge Leo A. Cunningham.

Chief Riordan discussed the background and reasons for San Francisco's present parking problem and presented Police Department suggestions for drastic measures needed to improve the situation.

Municipal Judge Daniel Shoemaker addressed the safety class on personal experiences relating to traffic cases appearing before his court.

Traffic safety court is held every Friday from 2:00 to 3:00 P.M., in room 310 of the City Hall. The general public is invited.

The series is sponsored by the Municipal Court in cooperation with the San Francisco Chamber of Commerce.

ADMINISTRATION...

31

Business Leaders Who Serve on the Chamber's Board of Directors

BOARD OF DIRECTORS

Carl J. Eastman, President
W. P. F. Brawner, 1st Vice President
George C. Montgomery, 2nd Vice President
George C. Tenney, 3rd Vice President
Louis B. Lundborg, General Manager
R. D. Brigham, Treasurer
Matthew C. Carberry, Assistant Treasurer
Marie A. Hogan, Secretary
L. Harold Anderson
R. J. Barbieri
S. Belither
Chris J. Christensen
Lew Cook
Vern A. Culver
Robert Di Giorgio
John W. Elwood
Milton H. Esberg, Jr.
Edward T. Haas
Seeley V. Hall
Leland M. Kaiser
Daniel E. Koshland
Clifton H. Kroll
Lewis A. Lapham
Carl Livingston
Andrew J. Lynch
Julius Marx
Henry E. North
Claude E. Peterson
John T. Pigott
Frank K. Runyan
Richard Spier
Benjamin H. Swig
Ward G. Walkup

EXECUTIVE COMMITTEE

Carl J. Eastman, Chairman
W. P. F. Brawner
Vern A. Culver
Leland M. Kaiser
Clifton H. Kroll
Lewis A. Lapham
George G. Montgomery
Henry E. North
George C. Tenney

FINANCE COMMITTEE

R. D. Brigham, Chairman
R. J. Barbieri
Edward T. Haas
Daniel E. Koshland
Andrew J. Lynch
Benjamin H. Swig
Ward G. Walkup

• Administration of the Chamber of Commerce is by a Board of Directors composed of 31 leaders in almost as many fields of enterprise... men who can shape policies which will accurately interpret the needs of the community. All broad policies of the organization are determined by the Board, usually on the recommendation of committees.

These committees and affiliated associations frame policies and develop programs in their respective fields which are presented to the Board

of Directors in the form of recommendations for action by the Chamber.

• To implement policies and programs adopted by the Board, there is a full-time staff composed of experts in each major field. The Vice President and General Manager, as the chief administrative executive, interprets policies laid down by the Board. In addition, he directs the activities of the departments, coordinates the work of their personnel, and serves as business manager of the corporation.



LOUIS B. LUNDBORG
General Manager



MARIE A. HOGAN
Secretary



C. P. TANNER
Asst. General Manager



VIRGIL E. REAMES
Controller



Headquarters for Leadership

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details, contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6578—W. S. STEVENSON, INC., 2 Park Square, Boston 10, Massachusetts, seeking a manufacturer's representative for their fireplace accessory. Would call on department, gift and hardware stores. Also would like to act as representative for local manufacturers who desire distribution in New England—call on department, gift and home furnishings. Sell on a commission basis.

D-6579—MR. SAM. P. SEDGWICK, 317 S. Park Avenue, Oshkosh, Wisconsin, would like to act as salesman for a local concern. Has selling experience and is willing to move to any part of the country.

D-6580—STYLECRAFTERS, P.O. Box 666, Gastonia, North Carolina, desire a person to handle their line of men's and women's hosiery. Work on commission basis. Woman preferred—can work from home.

D-6581—L. R. STONE CO., INC., 450 S. La Brea Avenue, Los Angeles 36, Calif., seeking a broker in San Francisco to handle their candy line.

D-6582—BRIGHTWAY SALES COMPANY, 1000 W. 12th Avenue, Salina, Kansas, looking for a distributor for their toy spur. Firm would handle sale and distribution.

D-6583—WARREN PRODUCERS, P.O. Box 131, Pueblo, Colorado, seeking jobber, distributor or sales agent for their new dog comb. Would call on drug, variety, department and hardware stores as well as pet and kennel supply companies. Combs are mounted on display cards or catons.

D-6584—COLUMBIA-WESTERN COMPANY, 210-A Northeast Oregon Street, Portland 14, Oregon, would like to represent local manufacturers of electric hot water heaters in the Northwest.

D-6585—NORTH CENTRAL EQUIPMENT COMPANY, 2400 West Clybourn Street, Milwaukee 3, Wisconsin, interested in representing local manufacturers in Wisconsin, Minnesota and Illinois. Call on garages, industrial plants, hardware and paint stores, and truck lines.

D-6586—LITTE STATES SAFETY SERVICE COMPANY, 1215 McGee Street, Kansas City 6, Missouri, seeking a distributor for their eye protectors, face shields and sweat bar. Would call on safety equipment, mail supplies, hardware, automotive, sporting goods and dental supply companies.

D-6587—MR. WALTER J. BRAUER, 15631 Lakewood Heights Boulevard, Lakewood 7, Ohio, would like to represent local manufacturers of electronic components and instruments, electrical hardware and electrical appliances in Ohio and Kentucky. Call on electronic jobbers, electrical jobbers and hardware jobbers, as well as manufacturers.

D-6588—MAVIS TOGS COMPANY, 2706 South Grand Avenue, Los Angeles 7, California, seeking an established representative for their line of "Frida's" and children's sportswear in all sizes. (Slacks, shirts, pedal pushers, etc.).

D-6589—COLUMBIA BASIN MANUFACTURING COMPANY, 1333 S. E. 45th Avenue, Portland 15, Oregon, would like to contact house to house salesman to handle their sponge rubber mops and aluminum garden labels.

D-6590—MR. L. W. PHILLIPS, Manager, Chamber of Commerce, Stephenville, Texas, inquiring for members of his organization who are interested in acting as jobbers for local manufacturers on a state wide or district basis in Texas.

National Business Show Opens

Pacific Coast business executives are invited to attend the National Business Show being held in San Francisco's Civic Auditorium February 20-26.

● **Leading producers** of business systems, machines, equipment and office supplies will be present to exhibit and demonstrate their newest products and to confer on problems of interest to business executives.

PROPOSALS

(Continued from page 1)

meeting in regard to the State's report on an additional bridge between San Francisco and Oakland on the day the report was released, and is now engaged in analyses of the State's various proposals in relation to those made in the joint Army-Navy Board report.

"Magnitude of the proposals envisioned by the State and Federal experts is flattering to the future of the community," Belford Brown, chairman of the committee, declared.

"With information on both proposals available, plus additional data on the feasibility of bringing mainline railroads into San Francisco—information which the Chamber feels is necessary—it should be possible to undertake a more enlightened program in solution of the problem."

The report of the joint Army-Navy Board was first analyzed at a meeting of the San Francisco Chamber's Second Bay Crossing Committee, a similar group of the Oakland Chamber and other interested groups on Thursday, February 6.

On February 13, the San Francisco Chamber's Board of Directors stated its position in connection with the second Bay Crossing. Following the issuance of this statement, Chamber representatives attended a meeting called by the Mayor, at which railroad and interested civic groups were invited to discuss the feasibility of bringing transcontinental trains into the city.

On Friday, February 14, the City, State and National Affairs Committee of the Board of Supervisors held a meeting to consider certain resolutions in connection with the second Bay Crossing. Immediately following, the Board of Supervisors convened to consider the resolutions which had been passed by this Committee.

Following the meeting of the Chamber's Second Bay Crossing Committee on Monday, the Bay Area Council called a meeting at the Leaning Tower in Oakland Tuesday, to discuss the Bay-wide effects of the crossing proposals.

Westinghouse to Operate Joshua Hendy Iron Works

Westinghouse Electric Corporation will take over operation of the Sunnyvale, California, plant of the Joshua Hendy Iron Works under a 10-year lease with option to purchase, it was announced here this week.

● At the 57-acre, million-square-foot Hendy plant, Westinghouse will carry on Joshua Hendy's present production of heavy equipment, valves, custom built machinery and small steam turbines, and in addition will increase operations by adding new products now being manufactured in various other Westinghouse plants.

Commenting on the announcement, Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce, said, "This is another important demonstration of the recognition being given to the San Francisco Bay Area by the nation's leading industrialists."

"This announcement of plans of Westinghouse, added to the presence of Henry Ford II and the top men of his organization in San Francisco, evidences an unprecedented development in the Bay Region and augurs well for the future."

RESUME OF SPAN STUDIES

(Continued from page 1)

port released by Director Charles H. Purcell, recommended construction of a high-level bridge, just north of and parallel to, the present Bay Bridge, and joining the present structure at both western and eastern approaches. Cost of the bridge, including approaches, would be approximately \$84,000,000.

Submitted also was an estimate of \$21,000,000 covering twin two-lane tubes under the Oakland Estuary with connections to the East Bayshore Freeway and to Alameda. Total cost of the bridge, Alameda tubes and the approaches would be \$99,300,000, exclusive of interest during the construction period.

The State report recommends a two-deck structure with five 12-foot lanes on each deck, located about 300 feet from the present bridge. Plans would permit one-way flow of traffic on each bridge.

● No provision is made for steam train traffic. The report points out that "on a high-level structure north of Hunter Point the rail elevation will be 200 feet above the elevation of the terminals, and since approach grades of one per cent are the maximum that can be effectively operated over by passenger trains or short freight trains, and then only at slow speed, it would require over four miles of approach between the bridge and the rail terminals."

"The cost of providing railroad tracks through a tube," the report stated, "may be practically divorced from that of providing for vehicular traffic, since separate tubes and terminal facilities are required."

The joint Army-Navy Board report recommends construction of a combination, low-level trestle-tube-causeway, located between Army Street, San Francisco, and Fifth Street, Alameda, with a freeway and tube leading into downtown Oakland. A six-lane freeway and tube structure, it would include eight lanes of approach at both ends. Approximate cost would be \$134,468,000, including freeway across Alameda and substructure tube into Oakland. No facilities for mainline railroads were included in this plan.

Passage of House Resolution 76 Urged

Passage of legislation to waive full compliance with navigation and vessel inspection laws until the end of 1947 was urged today by the San Francisco Chamber of Commerce.

● In telegrams to Representatives Haverener, Allen and Bradley, members of the House committee on Merchant Marine and Fisheries, and to Representative Welch, the Chamber urged prompt passage of House Joint Resolution 76, declaring that practically all trans-Pacific passenger service from San Francisco would have to cease unless this legislation was passed.

"The troop transports now being used, while perfectly safe, do not comply in all respects with these laws," the Chamber statement declared, "but they may be used until new vessels ready and the old vessels have been reconditioned."



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Many Factors Favor Industrial Expansion

Two important groups of factors favor San Francisco Bay Region industrial development at a high rate, according to an address delivered at last week's meeting of the Mission Optimist Club at Trinity Center by G. L. Fox, San Francisco Chamber Industrial Department Manager.

● **One group** of factors reflects gaps in California's manufacturing structure, the speaker said, despite the immediate availability of raw materials, on the one hand, and a location at the heart of the world's richest market, on the other. Deficiencies in the textile industry were mentioned and it was brought out that California is an important producer of wool and cotton and has a rapidly growing apparel industry which depends on textiles as a major material.

Factors which govern factory production and distribution costs also influence industrial growth, Fox said, and these are advantageous for highly diversified industries in the Bay Region.

S. F. Living Costs Higher than L. A., Lower than N. Y.

Living costs in San Francisco were 7.6 per cent above Los Angeles, 1.2 per cent below Seattle and 2.3 per cent below New York as of December, 1946, according to a study released today by the Research Department of the San Francisco Chamber of Commerce.

● **The study** is based upon cost of equivalent goods, rents and services as reported by the U. S. Labor Department in a survey of 33 large cities made in March 1945, which showed that living costs in San Francisco were 6 per cent above Los Angeles, 3 per cent below Seattle and 2 per cent below New York at that time.

Between March 1945 and December 1946 living costs in San Francisco rose 21.7 per cent, 19.6 per cent in Los Angeles and Seattle, and 22.1 per cent in New York, according to the Chamber report.

HIGH SPOTS

SAN FRANCISCO
CHAMBER OF COMMERCE
CURRENT PROJECTS

February, 1947

● WORLD TRADE INSTITUTE

Plans for second World Trade Institute underway under direction of Chamber World Trade manager.

● TRAFFIC ACTION

Chamber recommendation for extension of Stockton Street car line across Market Street announced for April construction. Campaign continues on rest of Chamber plan.

● HAWAIIAN TRIP

Chamber sponsoring business trip by air to Hawaii to increase and strengthen business and community ties between mainland and the Islands.

● SECOND BAY CROSSING

Second Bay Crossing recommended by Army-Navy Board. Chamber participating in hearings to study question of including facilities for mainline trains.

● TRAFFIC SAFETY

Radio series to educate public on traffic safety rules being developed by Chamber in conjunction with traffic safety courts conducted by Municipal Court.

YOUR CHAMBER WORKS FOR YOU

Chamber Executive Cited for Traffic Work

Service rendered by Walter A. Rohde, manager of the Chamber's Transportation department, in representing the Industrial Traffic Association on transportation matters before freight carriers and regulatory bodies brought thanks recently from the Association.

● **In a letter** to Chamber General Manager Louis B. Lundborg, Glenn T. Gleason, Association Secretary, expressed appreciation for the "invaluable service which has been rendered to our Association, without which we would not be as fully conversant and in the position we have been to protect the interests of shippers and receivers in the Bay Area on matters pertaining to traffic."

"Mr. Rohde gives generously of his knowledge and wisdom on matters of traffic," the letter declared.

Condliffe Representing C of C at ITO Hearings

Appointment of J. B. Condliffe, Professor of Economics, University of California, to represent the San Francisco Chamber of Commerce at the San Francisco hearings on the proposed Charter for the International Trade Organization, was announced this week by Chamber President Carl J. Eastman.

● **Scheduled for March 10-11**, the hearings will be held at the U. S. Customs Court, 417 Appraisers Building, 630 Sansome Street.

Dr. Condliffe is nationally prominent for his work in the field of foreign trade. A former member of President Truman's Committee on International Commercial and Financial Policy, he has also served as consultant to the State Department on commercial policy.

Dr. Condliffe was also a featured speaker at the first World Trade Institute in 1946 and has also conducted his own institutes.

Chamber Mining Committee Plans Expanded Activities

How the San Francisco Chamber of Commerce will make its program in behalf of mining in the Western States more effective was discussed in detail at the first meeting of its 1947 Mining Committee at the Commercial Club last week.

● **Bert C. Austin**, San Francisco mining engineer, is Chairman of the committee which functions through the Chamber's Industrial Department and on which major interests in new metallics, gold, copper, antimony, tungsten, mercury and other minerals are represented.

Special attention is being given by the group to state and federal legislation, reciprocal trade agreements, long-range mineral resources, the future of gold, the development of non-metallic minerals used by Bay Region factories and waste disposal problems.

Representatives of the State Division of Mines and the U. S. Bureau of Mines as well as other governmental agencies meet regularly with the Committee.

BAYVIEW-PORTOLA MERCHANTS MEET



Representatives of the San Francisco Chamber of Commerce and Bayview and Portola Merchants Association assembled at luncheon last week to discuss district problems. Pictured above is part of the large audience in attendance at the luncheon event.

Chamber Executive Views Landing Aids Demonstration

Kenneth R. MacDonald, manager, Aviation Department, San Francisco Chamber of Commerce, participated in a Civil Aeronautics Board inspection flight to the Landing Aids Experiment Station at Arcata last week.

● Test flights utilized all of the landing aids equipment at the station, including ILS and GCA, and a demonstration of the FIDO equipment was given.

Included in the group making the flight were Clarence Young, CAB member; Fred Dawson, head of the CAB Safety Bureau; Ed Slattery, CAB Public Information Chief; John Stuart, Aviation Editor of the New York Times; and Robert Champion, Technical Director, Arcata.

Navy Purchasing Policy Meeting Here

To consider the nature of the stand the Chamber should take on the Navy's new policy of procuring Ship's Service Stores, the Chamber's Domestic Trade & Naval Affairs Committees will meet in joint session at 3:00 P.M., March 5th.

● Members affected by the new policy, adversely or favorably, and desiring to make a presentation to the committees concerning their viewpoint, are requested to make arrangements for their presentation by calling EXbrook 4511, Extensions 42 or 65.

Chamber Meets With Marina District Merchants at Luncheon

Marina District problems were discussed at the joint luncheon meeting of representatives of the San Francisco Chamber of Commerce, Retail Merchants Association and the Marina Merchants Association Wednesday, February 26.

● The Wednesday meeting was the third in the 1947 series of weekly Chamber of Commerce-District Merchants luncheons. Part of the program was recorded by station KSFO for broadcast two days later, Friday, February 28, at 8:30 P.M.

The luncheon was held at the Del Mar Restaurant, 3721 Buchanan Street.

George C. Tenney, Chamber vice president, addressed the group.

● Edward L. Turkington, vice chairman of the Traffic and Highway Committee of the Chamber, discussed plans for the improvement of Marina parking and traffic problems, and reviewed current city plans for overall traffic development.

The meeting was presided over jointly by Julian E. Gosliner, president of the Marina Merchants Association, and R. S. McConnell, first vice president of the Retail Merchants Association of the Chamber.

Gosliner and Turkington were interviewed on the radio broadcast.

Bay Area Imports Far Exceed Exports During November

For the first time on record, the value of imports into the San Francisco Bay Area during the month of November exceeded by more than half the value of exports, according to a U. S. Department of Commerce report.

● Figures for November show imports of \$8,700,000 and exports of \$5,100,000, a development caused by the waterfront strike which tied up West Coast shipping during the first three weeks of the month.

Main factor influencing the excess of imports over exports was that ships lying at anchor during the strike had to be unloaded before exports could be put aboard. In addition, the backlog of imports stored before the strike were cleared through customs.

Both imports and exports experienced a slump during November, July imports being about twice as great as November imports, while exports dropped from \$32 million in July to \$5 million for November.

Value of November imports at other Pacific Coast ports was as follows: Los Angeles, \$6,200,000; Washington, \$6,000,000; San Diego \$1,000,000; and Oregon, \$500,000.

Value of exports were: Washington, \$7,900,000; Los Angeles, \$3,200,000; San Diego, \$2,400,000; and Oregon, \$600,000.

S. F. Chamber Program is Completed for Hawaii Air Visit

Twenty-two businessmen and their wives will participate in the first post-war visit by air to the Hawaiian Islands sponsored by the San Francisco Chamber of Commerce, March 1-10.

● A well-rounded program of activities is being planned for the delegation, which will be headed by Carl J. Eastman, Chamber president, and Louis B. Lundborg, general manager of the Chamber.

Although major part of the trip will be spent in business development efforts and civic activities, Eastman pointed out that Hawaiian hosts have planned a program of social activities that include a complete tour by automobile of Honolulu, as well as visits through the Hawaiian sugar and pineapple plantations and other industries.

Passengers who will make the trip in a DC-4 of Matson Navigation Company's Air Transport Division, include: Eastman; Lundborg; George Balms, president, San Francisco Employers Council; Charles C. Bowen, president, Charles C. Bowen & Company; C. C. Chinn, general manager, D. E. Sanford Company; Robert Feldhammer, executive secretary, Manufacturers & Wholesalers Association; Fred Galbreath, manager, Pacific Department, Marine Office of America and president of the Chamber's Foreign Trade Association; Ronald E. Kachler, president, San Francisco Stock Exchange; T. A. Leddy, manager, San Francisco Division of Zellerbach Paper Company; Benjamin Swig, president, Fairmont Hotel Company; L. N. Thompson, Poultry Producers Association executive; L. Denning Tillot, Planning Consultant; Emerson Murfee, owner, Villa Charter; Jack R. Fitzwater; and Kenneth R. MacDonald, Aviation Manager, San Francisco Chamber of Commerce.

Chemical Industries Section Formed by S. F. Chamber

Developments and opportunities in the chemical industry will have specialized attention by the San Francisco Chamber's Industrial Department, according to an announcement which followed an organization meeting of a new Chemical Industries Committee last week.

How the interests of present Bay Area chemical manufacturers may be served from a community viewpoint and other subjects were considered at the session. George L. Parkhurst, President of the Oronite Chemical Company, presided as Chairman of the new section.

Members and their company affiliations are as follows: E. W. Bacigalupi, Commercial Solvents Corporation; Dr. A. B. Byrns, Director of Research, Permanente Metals Corporation; John R. Callahan, McGraw-Hill Publishing Co. Inc.; Charles O. Chesnut, Wyandotte Chemicals Corporation; T. K. Cleveland, Philadelphia Quartz Company; Russell L. Curtis, The Dow Chemical Company; B. N. Dickinson, Chemical Process Company; Everett Griffin, Griffin Chemical Co.; Gustave Knecht, Braun-Knecht-Helman Co.; Roy M. Neikhele, General Chemical Co.; W. J. O'Connell, Jr., Technical Consultants, Ltd.; Jan Osterweyer, Shell Chemical Corporation; Dr. Merle Randall, Stuart Oxygen Co.; Sterling L. Redman, Redman Scientific Co.; C. W. Schleder, Drysdale & Schleder; E. Schuler, Monsanto Chemical Company; Matthew H. Scott, Carbide and Carbon Chemicals Corporation; Wm. F. Talbot, Director, Stanford Research Institute, Stanford University; F. W. Weider, Stauffer Chemical Company.

BRAZILIAN ART EXHIBIT

CYMBELINO DE FREITAS



Reading left to right: Cymbelino de Freitas; Miss Ninfa Vaivo, curator of paintings, de Young Museum; S. C. Alencat, Brazilian Consulate General; Genevieve Benton, administrative assistant, de Young Museum; J. B. Pinheiro, Deputy Consul. Occasion was the opening of an exhibit of de Freitas paintings at de Young Museum (February 17-March 8).

Stocker Addresses Traffic Safety Court

Arthur Stocker, president of the California Safety Council and general manager of the City Ice Company, was the principal speaker at the traffic safety court of Municipal Judge Leo A. Cunningham Friday, February 21.

The traffic safety series is jointly sponsored by the San Francisco Municipal Court and the San Francisco Chamber of Commerce. Stocker explained to the audience of traffic violators and interested citizens the details of the unique safety program developed by his company.

Sergeant Edward J. Moody of the Accident Prevention Bureau of the San Francisco Police Department spoke to the group on the causes of automobile collisions.

Members of the Traffic Committee of the San Francisco Grand Jury were also present at the meeting.

The traffic safety court is held every Friday at 2:30 P.M. in Room 310 of the City Hall. The audience consists of traffic violators and members of special civic groups interested in traffic safety.

The general public is invited.

Bay Area NAA Meets Tonight

The Bay Area Chapter of the National Aeronautics Association will hold its regular meeting at 7:00 P.M. tonight at Villa Chartier near San Mateo.

Guest speaker will be Rear Admiral J. W. Reeves, Jr., in command of the Naval Air Transport Service and recently returned from the Congressional investigation of air safety.

Admiral Reeves will discuss the currently publicized GCA (Ground Control Approach) system for landings during low visibility.

New Steel Rates and Ford Purchases Urged by C of C Group

Lower railroad freight rates on steel from Geneva to Pacific Coast points and Ford Motor Co. plans to buy automobile and truck parts in California were major subjects considered at last week's meeting of the Manufacturers Committee of the San Francisco Chamber of Commerce.

The Committee recommended a strong reply by the Chamber to the Interstate Commerce Commission against suspension of a rate of \$9.60 a ton on steel from Geneva to Pacific Coast points. Suspension is sought by the Kaiser Co., Inc., and other steel companies.

Steel costs to western fabricators will reflect the benefits of any new lower rates, the Committee was advised.

Cooperation Assured Ford

T. A. Leddy, Chairman of the Manufacturers Committee, welcomed the presence of Ford Motor Co. representatives who had been invited to the meeting to discuss ways and means whereby the Chamber's Industrial Department may cooperate with them in developing California sources of Ford components. Charles Walls of Dearborn and Otto Stahmer of Richmond represented the Ford Company.

Following the meeting, G. L. Fox, Industrial Department Manager, said definite steps are being taken to fit Ford work into as many San Francisco shops as possible to the mutual advantage of all concerned. Lists of wanted parts and other information about Ford company procurement plans may be obtained from the Industrial Department.

Bank Deposit Survey Made By Chamber

Demand deposits in San Francisco banks fell off approximately \$353,000,000 during 1946, while time deposits climbed \$248,000,000 according to a study made by the Chamber's Research Department based on the December 31, 1946 call.

Following is a comparison of 1945 and 1946 deposits:

	Time Deposits	Demand Deposits	Total Deposits	Resources
12 31 46	\$3,414,259,924	\$4,955,090,238	\$8,369,350,162	\$8,861,978,955
12 31, 45	3,166,383,725	5,308,095,358	8,474,481,083	8,921,258,441

This resulted in an overall net loss of \$105,000,000 or a little over 1 per cent.

On the other hand, the 1946 total deposits were more than \$1,400,000,000 above any year prior to 1945.

January Industrial Expansion . . .

—By the Chamber's Industrial Department

Over \$13,500,000 will be expended for new industrial development in Northern California and the Bay Region, according to January tabulations of the San Francisco Chamber's Industrial Department. This figure represents the expansion of 30 plants at \$10,591,000 and the establishment of 49 new enterprises totaling \$2,987,500.

● **The Bay Region** accounts for 22 of the expansions to cost \$10,110,000 and 42 new plants to aggregate outlays of \$1,596,000. Six expansions to cost \$927,000 and 10 new plants totaling \$774,000 were announced for San Francisco County. The San Francisco developments will create a total of 330 new jobs.

Comparative figures for January 1946 were: Northern California, 47 expansions—\$1,966,000; 61 new plants—\$5,346,000; Bay Region, 34 expansions—\$2,831,000, 44 new plants—\$2,631,000; San Francisco, 9 expansions—\$1,542,000, 10 new plants—\$339,000, 348 new jobs.

January 1947 developments for Northern California exceed those for January 1946 by \$5,266,500, but represent 19 fewer projects than those reported for the first month of 1947.

Some of the important projects announced for the Bay Region during January 1947 are as follows:

● **San Francisco Brewing Corporation**, 490 Beach Street, San Francisco, is erecting a new plant for two-story reinforced concrete and steel building to provide added refrigeration space. Building and equipment will cost about \$350,000 and project will provide 40 additional jobs.

● **Higgins Lumber Company**, 300 N. W. Napoleon, San Francisco, has purchased site and will erect buildings for offices, mill and storage for removal and expansion of business. Project will cost approximately \$450,000 and provide 20 new jobs.

● **Glass Fiber Products Division of White & Holcombe**, Pier 5, Embarcadero, San Francisco, will engage in manufacture of industrial, marine and consumer applications of Owens-Corning Fiberglass, including mattress covers. Expansion will create 10 new jobs.

● **The Valianos Company**, Army & Indiana, San Francisco, will erect \$300,000 vegetable oil processing plant including two 30x120-foot buildings and a 100x300-foot warehouse. Plant will represent total investment of \$700,000, and provide 75 to 80 jobs.

● **Pittsburgh-Des Moines Steel Company**, Santa Clara, will erect \$500,000 steel fabricating plant on 70-acre site. Firm is one of foremost in fabricating pipe line bridges, wind tunnels and grand stands.

● **Rheem Manufacturing Company**, Richmond, has purchased a 56-acre site west of S. P. K. and north of Redwood for future \$4,000,000 home appliance plant.

● **Pacific States Steel Corporation**, Niles, Alameda County, plans \$2,000,000 expansion to include three 300x70-foot steel frame and corrugated iron buildings to house additional rolling mill equipment.

● **Grace Brewing Company**, Santa Rosa, Sonoma County, plans construction of 95x180-foot bottling plant and warehouse.

● **W. P. Fuller & Company**, South San Francisco, has awarded contract for three-story 102x281-foot building for expansion of paint factory. Expansion including new equipment will cost \$1,000,000.

● **L. A. Young Spring & Wire Corporation**, Oakland, has acquired 14-acre site and will convert three buildings and construct additional one, to house automobile cushion division. Total expansion will cost \$1,500,000.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbrook 4511, Ext. 18. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

6503 CANADA—Van Der Hout Associates, Ltd., suite 112, 414 Bay Street, Toronto, wish to represent sundries lines and American manufacturers, especially automotive and hardware lines.

6504 ECUADOR—The Macasal Trading Co., P.O. Box 561, Quito, would like to act as distributors or agents in various lines but especially foodstuffs, such as herrings, sardines, salmon, etc.

VISITORS

6601 HONG KONG—Wong Po On, representing Wing Wo Hing, David House, third floor, P.O. Box 513, wants immediate contacts with export-import firms. Offers for export all native products, especially firecrackers, cassia, agaricus, tangerines, tung amine, cassia oils; tea, chinaware, lace and embroideries, carved camphorwood chests, feathers, ginger, camphor, etc. Wants: heavy chemicals and dyes, paper and stationery, textiles, metals, flour, fertilizers, cosmetics, tin plate and cellophane paper. Local address: Until February 7th: Essex Hotel, room 207, GR-4664. After that date write directly to Hong Kong.

6461 ITALY—Giuseppe Vella & Son, Balma (Biella), export granite (raw, rough, unfinished blocks of Sieste); also blocks and materials for funeral monuments.

SPECIAL NOTICE

6600 CHINA—K. C. Loo, representing some of the largest export-import companies in North China, is expected in San Francisco on or about February 28. Would like to hear from manufacturers or importers interested in buying from North China or adjacent territories the following: badger, squirrel, horse, and goat hair; bristles; woolen carpet rugs; soya beans; bean cakes; linsed and peanut oils; peanuts; walnuts; almonds; and tiles. Seeks representation of West Coast manufacturers of machinery, tools, farm implements, tools and equipment; automobiles and spare parts; refrigerators and refrigeration machines; hardware items; paints; and any other new industrial machine. Write care World Trade Department or telephone EX-5111, extension 70, mention number 6600.

6505 ENGLAND—Volvoe Limited, Hanover Buildings, 35-39 Maddox Street, London, W.1., are a buying organization representing in Great Britain American retail stores who are interested in buying British merchandise. Would like to hear from retail or department stores here interested in being represented in England.

6506 HAWAII—A. C. Goo & Co., P.O. Box 3047, Honolulu 2, are interested in contacting all types of manufacturers seeking representation for their products in that territory.

6507 INDOCHINA (FRENCH)—Manager of Phuong Hoa Co. 123 Lagrange 123, Saigon, desire to represent manufacturers or wholesalers of textiles, tobacco, fruits, canned goods, machines, flint lighters, hair tonics, etc.

6508 ITALY—A. Bertelli & Co., via maicchi, 6, Milano, manufacture pharmaceutical specialties and perfumes and cosmetics. Would like to have a representative here in the U.S.

6509 MOROCCO—Federico Soler Martinez, Volta 5, Tanger, seek to represent various manufacturers or wholesalers dealing in general merchandise.

6510 UNION OF SO. AFRICA—Y. Hirsch, P.O. Box 975, Johannesburg, want exclusive representation for the Belgian Congo, Portuguese East Africa, Union of South Africa and the Rhodesias. Interested in textiles, iron, nylon stockings, underwear, kitchenware, millinery goods, glassware, kitchenware and household goods.

6511 VENEZUELA—C. A. Anez, Camejo a Santa Teresa, No. 49, Caracas, is interested in establishing business relations with American manufacturers or exporters in this city. Consider representation of a general line of merchandise.

6512 VENEZUELA—Rafael A. Alcantara, Aptdo. postal No. 527, Caracas, wants to represent textile, silk, cotton and rayon goods manufacturers or wholesalers.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily being accepted by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6591—MR. JOSEPH CLANCY, 46 Old Mystic Street, Arlington, Massachusetts, would like to represent local manufacturers in the New England Area. Has had experience selling to states, cities, and towns, public utilities, railroads, steamship lines, transport operators, milk companies, textile mills and factories.

D-6592—MR. Z. S. WERTHEIMER, 144-37 69th Avenue, Flushing, Long Island, New York, interested in representing local manufacturers in the New York Area.

D-6593—HARGOOD & SMITH, INC., 1905 Second Avenue, Seattle 1, Washington, desirous of a salesman to handle their pottery line.

D-6594—WESTERN SALES AND DISTRIBUTING COMPANY, 1309 Grant Street, Denver 3, Colorado, interested in securing additional lines from local manufacturers of building materials, supplies and specialties, hardware, plumbing fixtures and specialties. Especially interested in over-head doors (wood, steel or aluminum) and over-head door hardware spring type. Cover Colorado and adjacent states, calling on lumber, hardware dealers, specialty sales organizations and plumbing jobbers.

D-6595—THE KIMMER SALES COMPANY, 2187 Riverside Drive, Los Angeles 26, California, seeking a distributor for their "Invisible" floor safe. Exclusive selling rights in protected territories are available.

D-6596—SMILING GOLD APPLIANCE COMPANY, Box 2734, Brooklyn Station, Baltimore 25, Maryland, would like additional lines from local manufacturers of electric home to house, through the mail and mail order.

D-6597—HOLLY FABRICS COMPANY, 207 East 41st Street, New York 17, New York, desire a salesman in this area for their line of upholstery and drapery fabrics.

D-6598—BRAXTON-SNYDER COMPANY, 1609 Delmar Blvd., St. Louis 3, Missouri, seeking a manufacturer agent to handle their piston rings. Person would contact wholesale automotive trade.

D-6599—COMMERCIAL RESEARCH LABORATORIES, INC., 20 Bartlett Avenue, Detroit 3, Michigan, desire representatives and jobbers for their laboratory and industrial instruments—industrial flowmeter of the rotometer type, electronic equipment and equipment for testing internal combustion engines. Would like jobbers and agents for each line.

D-6600—ESSEX ROTARY FILE & TOOL CORP., 295 Madison Avenue, New York 17, New York, looking for a manufacturer's agent to handle their files.

D-6601—MR. OSCAR P. WREN, General Delivery, Long Beach, Mississippi, would like to represent local manufacturers of hardware, mill supplies, lumber, builder's supplies, electrical appliances and refrigerators in the states of Louisiana, Mississippi, Southern Alabama and Western Florida.

D-6602—MARYLAND DISPLAY AND FIREWORKS COMPANY, Elton, Maryland, seeking a representative in this area for their fireworks.

D-6603—EAST PACIFIC COMPANY, 208 S. W. Third Street, Portland 4, Oregon, interested in representing local manufacturers of automotive equipment. They call on jobbers and automotive wholesalers throughout the United States.

D-6604—DALLAM, MARTIN & COMPANY, 18 East 42nd Street, New York 17, New York, seeking an agent in this area for their spring clothespins.

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Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, March 6, 1947

Number 10

NOTES from Washington

From Washington Office
San Francisco Chamber of Commerce

• VETERANS' SURPLUS WAR PROPERTY

Sales of surplus war property to veterans will be simplified March 1st when War Assets Administration introduces a national network of regional set-aside lists and makes Army or Navy discharge papers the only instrument necessary for veterans to purchase items especially set aside for their personal use.

WAA announced that the new regional set-aside lists will supplement national set-aside lists currently used to channel short-supply war surpluses to veterans exclusively and emphasized that regional lists will not contain the same items catalogued on the national lists.

• FARM AND MINING MACHINERY

Disposal of all types of surplus construction, farm and mining machinery and attachments throughout the country will be greatly speeded under a new national program launched this month by War Assets Administration.

The new program provides that under the zone administrator's direction each regional office shall dispose of all construction, farm and mining machinery attachments by offering them first on a fixed price basis. It also supplies regional offices with uniform discount formulas under which they will price both new and used machinery and attachments on the basis of inspection reports and manufacturers' f.o.b. price lists.

Eligible trade buyers are restricted to manufacturers and dealers of construction, farm and mining machinery and attachments, who meet the requirements outlined in certifications that they are required to sign.

• NON-HOUSING CONSTRUCTION

To speed up the handling of cases, Regional Facilities Committees have been established by the Civilian Production Administration to consider appeals from applicants who have been denied authorization to build non-housing structures by local district construction officers, James T. Bray, Director of CPA's Bureau of Construction and Field Operations, announced today.

The new committees will make possible review of the cases by officials located in and familiar with the regional area. It is expected that this procedure will result in the disposal of most cases without need for reference to the Washington committee.

Until today, all appeals from denials by CPA's 71 district construction officers were sent to Washington to be handled by the Facilities Review Committee. This national committee will continue to judge all cases involving \$1,000,000 or more, and applications for construction which would provide new employment in areas where industrial unemployment is extensive.

Appointment of State-Federal Bay Crossing Commission Urged

Appointment of a State-Federal Commission to study and recommend the location, type and structure of a second Bay crossing was urged this week by the San Francisco Chamber of Commerce on recommendation of its Second Bay Crossing Committee.

• The Board also urged study by such a commission of all three official reports on the Bay crossing project so far issued, including: (1) 1941 study by a Joint Army and Navy Board, which provides for bringing mainline trains into San Francisco; (2) the 1947 Army-Navy Board recommendation for a low level crossing; and (3) the State Department of Public Works recommendation for a high level bridge similar to the present Bay Bridge.

Chamber's Hawaii Delegation Welcomed by Civic Leaders

A San Francisco Chamber of Commerce delegation of twenty-five business men and their wives which left by air for the Hawaiian Islands last Saturday has arrived on schedule, according to word received this week by the Chamber.

• On hand at John Rogers Airport, Honolulu, to meet the delegation were representatives from the Honolulu Chamber of Commerce and Territorial government.

Nine days will be spent in the Islands making business development calls and consulting with civic leaders on inter-related community problems. Efforts will also be directed toward strengthening relations between the mainland and the Islands.

This trip is not only the Chamber's first postwar trip to Hawaii, but is also the first good neighbor trip by air, and the first survey of trade opportunities with Hawaii to be made by a San Francisco business group.

ITO Charter Discussed at Meeting Here

The proposed Charter for the International Trade Organization was the subject of a panel discussion at a nongovernmental committee meeting held last week preliminary to formal hearings to be held here March 10, 11 and 12, at which a charter for the organization will be considered.

• Among those participating in the panel discussion were Dr. John B. Condliffe, University of California economics professor, and recently-appointed San Francisco Chamber of Commerce representative at the I.T.O. hearings; Dr. Bernard F. Haley, Stanford economics professor, and Tadeus B. Spitzer, director of research for World Trade Center, Inc.

Because of the great interest shown in the I.T.O. hearings on the West Coast, nearly 50 organizations will be heard, and the government has extended the hearings to three days to accommodate the increased numbers.

"Such a body, in cooperation with organized civic groups, would study all facts and pertinent data, recommend the exact location and type of structure that will best serve the entire Bay Area and arrange such steps as are necessary to bring about its accomplishment," the Chamber declared.

The Chamber's recommendation will be presented to the Bay-Wide Committee for Second Bay Crossing, which is being formed by the Bay Area Council, for consideration by the Committee.

Newspaper Editorial Praises Chamber's District Program

An editorial appearing in one of San Francisco's neighborhood newspapers indicates that the San Francisco Chamber of Commerce program to strengthen relations between the Chamber and the outlying districts of the city is receiving enthusiastic response.

• Following a joint luncheon meeting of representatives of the Chamber, the Retail Merchants Association and the Bay View and Portola Merchants Associations, the South of Market Tribune wrote in an editorial, "... at last we have found someone who will consider our local problems in the light of public safety and city-wide good. We feel that we have found a friend."

The editorial continued: "We have... met a group interested enough in an attempt to make every citizen, no matter in which district he resides, feel as though he is a part of the city and county of San Francisco; a group that desires to know what goes on out here in Bay View, and is willing to listen to us, suggest steps in a remedial direction, and offer us their services in the 'following through' process towards our goals."

Commenting on the success of the Chamber series of neighborhood visits, Chamber President Carl J. Eastman said, "The Chamber is offering its facilities to aid in every way possible in the solution of district problems. The consensus of all district leaders is that they have 'found a new friend' in the Chamber of Commerce."

General Business Activity

Thumb Nail Sketch: by the Research Department

• TREND

Bay Area business conditions for January were substantially above the same month a year ago. Bank debits were up 15.7%; freight car movements 11.8%; employment in the manufacturing industries 44.5% and payrolls 60.1%. Bay Area shipping arrivals were up practically one-third above last year and retail trade 15%.

The San Francisco business activity index reached a new high of 223.5 for January or 7.8% above January last year. January retail department store sales were up 8.9% above last January; freight car movements 5.9%; airport traffic—number of planes 10%, and passengers 18.2%; electrical energy sales 12.5% and industrial and commercial gas sales 11.2%. Water consumers' net increase 27.3% and tourists and settlers' inquiries were up 189%.

• MANUFACTURING

Manufacturing industries in the San Francisco area employed 121,300 wage earners in January or 38,000 above a year ago, according to the State Department of Industrial Relations. Durable goods group accounted for 64,800 of the total, representing a 79.5% increase over last year, while the non-durable group accounted for 56,500, an increase of 19.7% over a year ago. Average weekly wages in the manufacturing industries amounted to \$54.31 compared to \$48.45 a year ago. Hourly earnings amounted to \$1.392 or 12.4% above last January. Hours worked per week were 39 compared to 39.1 last year.

In the non-manufacturing industries, January payrolls, compared to a year ago in the laundry, cleaning and dyeing were up 3.9%; in the wholesale trade group 26.4%; retail trade group 33.0% and hotel 8%.

Reports on Bay Area industrial developments for January show 22 expansions with outlays of \$10,110,000

and 42 new industries with outlays of \$1,596,000 against 34 expansions with outlays of \$2,831,000 and 44 new industries with outlays of \$2,631,000 a year ago.

• TRADE

January department store sales in San Francisco reported by the Federal Reserve Bank were up 13% compared to last year while sales in the Bay Area climbed 15%; Northern California 16%, California 18%, and Twelfth Federal District 18%. Retail reports on independent retail store sales for the year 1946 as released by the Bureau of the Census reveal sales in San Francisco were up 18%, in Oakland up 18%, Berkeley 27%, San Jose 35% and Palo Alto up 40% compared to a year ago.

In San Francisco the food group was up 16%; dry goods and general merchandise 9%; apparel group 12%; furniture, household and radio group 44%; lumber-building-hardware group 16%; automotive group 91%; filling stations 7%; drug stores 5%; jewelry stores 5%; while florists' sales showed

no gain and sales of eating and drinking places were off 4% and miscellaneous off 1%.

• EMPLOYMENT

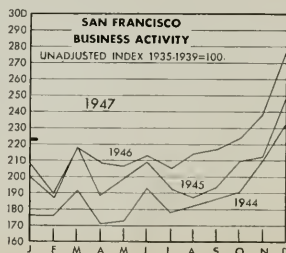
Compensable claims reported by California State Department of Labor in San Francisco for week ending February 6 totaled 9,428 or 6.96% of the State total compared to 10,080 or 7.47% of the State total for week ending January 9, 1947 and 15,231 as of February 7 a year ago. Compensable claims for the Bay Area for week ending February 6 amounted to 27,621 compared to 48,081 for week ending February 7, 1946—due in part to labor disputes a year ago.

• TRANSPORTATION

Freight car movements in San Francisco and Oakland switching limits during January totaled 53,596 or an increase of 5,676 over January last year. Shipping arrivals numbered 327 vessels with net registered tonnage of 1,497,916 compared to 249 with tonnage of 1,071,090 a year ago. Bay Bridge vehicular crossings in January totaled 2,007,173 or at the rate of 64,747 per day compared to 2,051,151 or 66,166 per day for January a year ago. Golden Gate Bridge vehicular crossings totaled 513,110 during January or 16,552 per day compared to 486,111 or 15,681 per day last January.

• LIVING COSTS

January living costs in San Francisco based on U. S. Department of Labor Index at 159.1 were slightly under December but 18.6% above last January. January food prices were 1.96% below December but 34.0% above last January and were the only item in the December to January comparison to show a drop. Clothing increased 0.41% over December and house furnishings increased 0.81% and other items remained steady.



January 1947 Survey of Business Conditions in San Francisco

BRANCH OF ACTIVITY	JANUARY 1947	JANUARY 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY San Francisco Chamber of Commerce Index 1935-39 Avg. = 100	223.5	207.3	7.8
CONSTRUCTION PERMITS			
Total..... (number)	656	743	-11.7
Residential, New..... (value)	2,994,730	3,118,314	-39.6
Dwelling Units..... (number)	173	293	-41.0
Single-family Dwellings, New..... (number)	1,410,580	1,841,570	-23.4
Non-residential, New..... (number)	203	322	-37.0
Single-family Dwellings, New..... (value)	149	263	-43.0
Non-residential, New..... (value)	1,076,930	1,520,670	-29.2
Additions, Alterations and Repairs..... (number)	25	34	-26.5
Additions, Alterations and Repairs..... (value)	367,634	417,650	-12.0
Additions, Alterations and Repairs..... (value)	458	416	10.1
Additions, Alterations and Repairs..... (value)	1,216,516	859,094	41.6
REAL ESTATE			
Sales..... (number)	1,517	1,780	-14.8
Sales..... (value)	17,694,209	23,743,724	-25.5
Mortgages and Deeds of Trust..... (number)	1,653	1,410	17.2
Mortgages and Deeds of Trust..... (amount)	16,103,305	13,865,899	16.1
RETAIL DEPARTMENT STORE SALES San Francisco..... (index)	208	191	8.9
FINANCE			
Bank Debits..... (\$000)	2,046,906	1,911,830	7.1
Bank Clearings..... (\$000)	1,628,719	1,478,643	10.1
Postal Receipts..... (\$)	1,355,506	3,445,833	-60.7
San Francisco Stock Exchange..... (no. shares traded)	8,75,997	1,805,313	51.5
San Francisco Stock Exchange..... (market value)	13,928,350	28,021,878	-30.3
COMMERCIAL FAILURES			
Liabilities..... (number)	1	2	-50.0
Liabilities..... (\$)	16,574	36,881	-55.1
Liabilities..... (\$)	4,947	38,885	-87.1
EMPLOYMENT AND PAYROLLS—BAY AREA (\$ Co.'s) (a)			
Employment..... (index)	144.5	100.0	44.5
Payrolls..... (index)	252.9	158.0	60.1
NON-MANUFACTURING INDUSTRIES (\$ Co.'s) (a)			
Laundrying, Cleaning, Dyeing..... (payroll)	174.3	167.8	3.0
Wholesale Trade..... (payroll)	104.4	153.8	-26.4
Retail Trade..... (payroll)	202.0	151.9	33.0
Hotels..... (payroll)	237.4	219.8	8.0
PLACEMENTS IN SAN FRANCISCO—C. S. E. S.			
Industrial Placements..... (number)	3,815	4,800	-20.5
Commercial Placements..... (number)	3,026	3,790	-20.2
Commercial Placements..... (number)	789	1,010	-21.9
TRANSPORTATION			
Freight Car Movements..... (number)	24,068	22,730	5.9
San Francisco Airport Traffic..... (no. planes)	4,052	3,683	10.0
Express Shipments—Rail..... (no. passengers)	53,270	45,050	18.2
Express Shipments—Rail..... (number)	298,264	394,629	-24.4
Express Shipments—Rail..... (number)	16,609	13,635	21.8
Express Shipments—Rail..... (pounds)	457,221	1,005,346	-54.5
WORLD TRADE			
Vessel Arrivals with Cargo..... (number)	327	249	31.3
Vessel Arrivals with Cargo..... (net registered tons)	1,497,916	1,071,090	39.6
Vessel Arrivals with Cargo..... (number)	331	297	11.4
Vessel Arrivals with Cargo..... (net registered tons)	1,439,181	1,159,307	24.1
Exports—Value..... (millions of dollars)	51(d)	141(e)	-63.8
Imports—Value..... (millions of dollars)	82.9(d)	189.9(e)	-56.3
Imports—Value..... (millions of dollars)	8.7(d)	5.6(e)	55.4
Imports—Value..... (millions of pounds)	64.6(d)	78.0(e)	-17.2
UTILITIES			
Electric Energy Sales Index..... (k.w.hrs.)	225	200	12.5
Industrial and Commercial Gas Sales..... (cu.ft. in thous.)	1,236,346,700	1,112,068,700	11.2
New Consumers..... (net gain)	261	205	27.3
NEW DEVELOPMENTS			
Tourist and Settler Inquiries..... (number)	402	139	189.2
Bay Bridge Vehicle Crossings..... (number)	2,007,173	2,051,151	-2.1
Golden Gate Bridge Vehicle Crossings..... (number)	513,110	486,111	5.6
DAIRY RECEIPTS, FRUITS AND VEGETABLES			
Butter..... (pounds)	1,291,708	917,252	40.8
Cheese..... (pounds)	1,311,205	1,377,584	-24.5
Eggs..... (cases)	99,449	101,917	-2.4
Poultry, dressed..... (carlots)	2,172,658	2,232,843	-2.7
Fruits and Vegetables..... (carlots)	1,581	1,768	-10.3
LIVESTOCK SLAUGHTER (b)			
Cattle..... (total number)	182,661	203,895	-10.8
Cattle..... (number)	41,793	49,798	-16.1
Calves..... (number)	10,609	7,815	35.8
Sheep and Lambs..... (number)	76,442	52,545	45.5
Hogs..... (number)	53,817	93,437	-42.4
SAN FRANCISCO LIVING COSTS 1935-39 Avg. = 100			
Food..... (index)	200.6	149.5	34.2
Clothing..... (index)	170.3	147.0	15.9
Rent..... (index)	106.7	106.3	0.4
Fuel, Electricity and Ice (c)..... (index)	82.5	92.9	-11.2
Gas and Electricity..... (index)	72.7	86.2	-15.7
Other Fuel and Ice..... (index)	116.4	113.2	2.8
House Furnishing Goods..... (index)	150.2	132.4	13.4
Miscellaneous..... (index)	146.5	133.7	9.6
All Items..... (index)	159.1	134.2	18.6

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(d) November 1946 latest available.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(e) November 1945 for comparison.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

CHAMBER VISITS MARINA



Left to right: C. P. Tanner, assistant general manager, San Francisco Chamber of Commerce; George C. Tenney, third vice president of the Chamber; Julian E. Gosliner, president of the Marina Merchants Association; and R. S. McConnell, first vice president of the Retail Merchants Association of the Chamber. Occasion was the third in the 1947 series of weekly Chamber of Commerce-District Merchants luncheons.

Chamber Meets With Mission District Merchants at Luncheon

Mission District problems were discussed at the joint luncheon meeting of representatives of the San Francisco Chamber of Commerce, Retail Merchants Association, and the Mission Merchants Association, Wednesday, March 5.

• The Wednesday meeting was the fourth in the 1947 series of weekly Chamber of Commerce-District Merchants luncheons. Part of the program was recorded by station KSFO for broadcast two days later, Friday, March 7, at 8:30 P.M.

The luncheon was held at the Masonic Temple, 2668 Mission Street.

Matthew C. Carberry, Chamber director, addressed the group.

• Edward L. Turkington, vice chairman of the Traffic and Highway Committee of the Chamber, discussed plans for the improvement of the Mission district parking and traffic problems, and reviewed current city plans for overall traffic development.

The meeting was presided over jointly by Chris J. Christensen, president of the Mission Merchants Association, and San Francisco Chamber director, and Thomas J. Lenehan, president of the Retail Merchants Association of the Chamber. Christensen and Turkington were interviewed on the radio broadcast.

CANCCOCE Meets Today

Major problems currently before the California State Legislature will be on the agenda of today's meeting of the Central and Northern California Chamber of Commerce Executives.

• Following the luncheon and business meeting in the San Francisco Commercial Club, members will reconvene in the Board Room of the California State Chamber of Commerce where they will hear a discussion of Sacramento activities by State Chamber department heads.

Calf Donors Visit Future Farmers Prior to Junior Exposition

Forty San Francisco business and industrial leaders who purchased 40 calves as gifts for Future Farmers and 4-H Club members during the Grand National Livestock Exposition last November have been making courtesy calls on the recipients of the calves preliminary to the Grand National Junior Livestock Exposition March 29 to April 3.

• The calves will be shown at the Exposition by the Future Farmers and 4-H Club members who have been raising them since the close of the November Exposition for exhibit in the spring show.

Proceeds from the sale of the animals will go to the young farmers.

The project was initiated and handled by the San Francisco Chamber of Commerce Agricultural Department and the Junior Chamber of Commerce.

Future Farmer Members Visit S. F. for Oratorical Contest

Twenty-one Future Farmers from the Sacramento Valley will arrive in San Francisco Friday, March 7, to participate in the semi-finals of a statewide oratorical contest being sponsored by the State Department of Education.

• The semi-finals will be held following a breakfast which will be given for the participants Saturday morning at Hotel Californian. Judges will be John E. Pickett, editor, Pacific Rural Press, and member of the Agricultural Committee of the San Francisco Chamber of Commerce; Alex von Hafften, manager of the Chamber's Agricultural Department; and Henry Schacht, Director of Agriculture, Radio Station KPO.

The contestants will be interviewed on a radio program Saturday morning over Station KQW. During their San Francisco visit they will also be entertained at a dinner in their honor and will attend a radio broadcast Friday night.

U. S. C of C Executive Here for Conferences

Chairmen and vice chairmen of Chamber committees and members of the Tax Committee are invited to a special meeting Monday, March 10, to hear and confer with Clarence R. Miles, manager, Governmental Affairs Department, U. S. Chamber of Commerce.

• The meeting will be held at 3:00 P.M. in the San Francisco Commercial Club.

Miles, who is coming direct from Washington, D.C. to address this meeting, will discuss major issues currently being considered by Congress, apparent trends and intimate details of Washington activities.

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Bay Region Business

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Number 11

Hawaii Trip Called "Success" As Business Leaders Return Home

Hailing their Hawaii visit as a "highly successful community relations trip," twenty-five San Francisco Chamber of Commerce business men returned this week from the Chamber's first post war visit to the Islands.

● The nine days in the Islands were highlighted by meetings with business and civic leaders of the Hawaiian community. Principal purpose of the meetings was an exchange of ideas and a discussion of mutual problems.

The San Francisco delegation was met at the airport by a large group of Honolulu citizens, headed by J. C. Walker, president of the Honolulu Chamber of Commerce, and John A. Hamilton, general manager of the Honolulu Chamber.

● Commenting on the results of the trip, Carl J. Eastman, president of the San Francisco Chamber, said:

"We feel that we have accomplished a great many things by this visit to Hawaii. It has been an opportunity for us to renew and expand our contacts with the principal civic, business and government leaders. We have had an opportunity to clarify several specific problems concerning regulations and tax laws troubling both Hawaiian and San Francisco business men."

● Chamber General Manager Louis B. Lundborg said:

"This trip convinced us that we should maintain a closer personal contact with the Hawaiian Islands in the days ahead. With that premise in mind, plans are already under way for another trade relations trip to the Islands under the direction of the Chamber's domestic trade committee."

Chamber Executive Speaks at Stanford

Alexander von Hafften, manager of the Legislature Department of the San Francisco Chamber of Commerce, addressed the Stanford University Graduate School of Business, Monday, March 10, on "Principles of Sound Public Relations."

von Hafften graduated from the Stanford Business School in 1939 and since that time he has been scheduled each year as one of the outside speakers to address the business students.

He spoke on the campus at Palo Alto.

Chamber Membership Drive Starts April 8, Chairman Chosen

A concerted drive to enlist new members for the San Francisco Chamber of Commerce was announced today with G. J. Ticoulat, sales manager of the Crown Willamette Paper Company, as chairman.

● The campaign is set for April 8 through April 11.



G. J. TICOULAT
Campaign Chairman

With its incentive an accelerated program of areawide promotion and advertising to capture new industries and new markets for this area, the San Francisco Chamber is aiming at building up a greatly increased financial support and manpower to enable it to carry out this expanded program.

● Commenting on the forthcoming campaign, Carl J. Eastman, president of the Chamber, said:

"Today, as we look forward to a period of stable and progressive economy, it is of major importance that the work of the Chamber be increased and its scope further broadened to undertake greater activities on behalf of the community. This projected expansion needs and merits the financial support of every San Franciscan."

Upon accepting the general chairmanship of the membership campaign, Ticoulat said: ● "I am hopeful that the results of the membership drive will chalk up another high record for the Chamber. Our job is to sell every member of the community on the job the Chamber has done and must do in the future. And as I look at the record of the past year's accomplishments, I am sure we can enlist financial and personal support of every business leader in the community."

Condliffe, Montgomery Speak At Trade Organization Hearings

"The San Francisco Chamber of Commerce wishes to record its strong support for the principles embodied in the International Trade Charter."

● So spoke J. B. Condliffe, University of California economics professor, at the hearings on the International Trade Charter in San Francisco last Monday, March 10.

Condliffe spoke as an official representative of the Chamber at the hearing.

Agreeing that "no one expects the final draft of the agreement to be satisfactory to all sections of business opinion in the country," Condliffe pointed out that the Chamber considers that the functioning of the ITO would be simplified and strengthened if it did not touch upon matters which the International Labor Organization, the International Moun-



BE HIS FRIEND FOR LIFE—GIVE GLADLY

(Continued on page 4)

TRANSPORTATION

A Vital Chamber Service . . .



WALTER A. ROHDE
Manager
Transportation Dept.

Principal function of the Chamber's Transportation Department and Committee is continuous activity to assure San Francisco of adequate transportation services by rail, water and highway at just, reasonable and non-discriminatory rates and fares.

The Committee considers all matters involving formal hearing or other proceedings before regulatory bodies, such as the Interstate Commerce Commission, United States Maritime Commission and Public Utilities Commission of California as well as legislation affecting transportation pending in Congress or in the California Legislature.

The Department checks all new tariff material for changes that may be advantageous or detrimental to San Francisco and takes appropriate action to protect the interests of San Francisco when they appear to be jeopardized. Similarly, requests for new rates, rate advances, changes in rules and other factors affecting the cost of transportation are scrutinized by the department and are supported or protested as the interests of San Francisco require.

SERVICES

- **Quotations** of rates, advice on routes and information on carrier service, schedules and running time.
- **Opinions** on technical transportation subjects, explanation of decisions, rulings and governmental orders.
- **Assistance** in preparation and prosecution of complaints, applications for new rates or services and freight claims.
- **Copies** of dockets, rate advices, complaints, etc., furnished on application.
- **Explanation** of transportation legislation and its status.
- **An extensive library** on transportation law and related matters is maintained.
- **Participation** in proceedings before regulatory bodies involving services and rates to and from San Francisco, the State of California and the Pacific Coast generally.

SPECIAL STUDIES

- **Study** of all ocean trade routes and rates.
- **Preservation** of essential shipping services.

These Key Committees Work For You . . .

Merchant Marine and Harbor

Frazer A. Bailey, Chairman
John E. Cushing, Vice Chairman
R. F. Burley
Wm. R. Chamberlin, Sr.
W. Dearborn Clark
J. J. Caney
Charles J. Dilke
Fred L. Doelker
Thomas G. Franch
Farnham P. Griffiths
W. M. Laughlin

Ira S. Lillick
E. Russell Lutz
Joseph F. Marias
Woodward Melane
George L. Olson
Charles Page
K. C. Tripp
Roy V. Winquist

Transportation

Julius Marx, Chairman
R. F. Ahern
George S. Beach

J. G. Breslin
A. W. Brown
J. B. Costello
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TRANSPORT CENTER OF THE WEST



PLAY BALL!...

CHARLES H. GRAHAM
President, San Francisco Seals

GARRY SCHUMACHER
Assistant to President New York Giants

"The Evolution of Baseball"

Friday, March 28, 1947

COMMERCIAL CLUB

SPONSORED BY:

SAN FRANCISCO CHAMBER OF COMMERCE
SAN FRANCISCO COMMERCIAL CLUB

SAN FRANCISCO CHAMBER OF COMMERCE
33 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$1.75 each
luncheon honoring the San Francisco Seals and the New York
Giants on Friday, March 28, 1947, in the San Francisco Commer-
cial Club, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)
(Telephone reservations accepted.)

Name.....

Firm.....

Address.....

CHECK
ENCLOSED

**At Luncheon in*

The San Francisco Commercial Club

Price \$1.75 per plate
{ \$1.71 plus 4c tax }

**Tables are not reserved, but tickets must
be purchased in advance. Members will
be taken care of to the limit of capacity,
but it will be to your advantage to make
reservations early before ticket sales are
opened to the general public.*

CHAMBER VISITS MISSION



Pictured above are some of the sixty business men and women from the Mission District who participated in last week's joint Chamber of Commerce-Mission Merchants Association luncheon.

CONDLIFFE

(Continued from page 1)

tary Fund and the International Bank for Reconstruction and Development are designed to deal with.

● **Condliffe** said that the business community would support the United States negotiators in any effort they may make to stress the importance of returning as quickly as possible to an economic rather than a political basis of trading.

Speaking on behalf of the Foreign Trade Association of the Chamber, William L. Montgomery, Managing Director of the California Regional Board of the Far East-America Council of Commerce and Industry, also stressed that the Foreign Trade Association believes that the proposed organization will foster the principle of private enterprise.

● **"Acceptance of our responsibility** to maintain world peace requires United States leadership and participation in the agencies of the United Nations including the International Trade Organization. Our creditor position demands that we accept imports, lest we pour loans after loans without expectation of repayment. Our experience following World War I should guide us in avoiding after World War II the mistakes of our foreign economic policy between the two wars: high protectionism contributing to a disastrous world depression, and the folly of an isolationist policy," Montgomery said.

Concluding his brief, Montgomery said: ● **"We believe that the ITO will succeed** in stimulating trade and economic development in the degree it is guided by principles of free enterprise, private trading, minimum controls, and in the degree it is allowed freedom from political pressures."

North Beach Merchants Featured At Neighborhood Lunch

North Beach district problems were discussed at the joint luncheon meeting of representatives of the San Francisco Chamber of Commerce, Retail Merchants Association, and the North Beach Merchants Association, Wednesday, March 12.

● **Yesterday's meeting** was the fifth in the 1947 series of weekly Chamber of Commerce-District Merchants Luncheons. Part of the program was recorded by Station KSFO for broadcast tomorrow, Friday, March 14 at 8:30 p.m.

Peter Giovannanza, president of the North Beach Merchants Association, Thomas J. Lenehan, president of the Retail Merchants Association of the Chamber, and Henry E. North, chairman of the Chamber's traffic and highway committee, addressed the group. Reynald Bianchi, chairman, District Welfare and Betterment Committee of the North Beach Merchants' Association, and Lenehan discussed district and community problems and North explained current plans for improvement of the traffic problems of the district.

WHOLESALE TRADE VOLUME HITS NEW HIGH

Dollar volume of sales of merchant wholesalers on the Pacific Coast reached a new high during 1946 and were 27.0% above the preceding year, according to final reports from the Bureau of the Census received by the Research Department of the San Francisco Chamber of Commerce.

● **December sales** exceeded sales of a year ago by 43.0% and topped November sales by 6.0%.

Sales in the nation were up 31.0% for the year and were estimated at \$55,000,000,000 with December sales 42.0% above December a year ago and 1.0% above November.

SALES BY GROUPS ON THE PACIFIC COAST

GROUP	PERCENTAGE CHANGE		
	1946 vs. 1945	Dec. 1946 vs. Dec. 1945	Dec. 1946 vs. Nov. 1946
Automotive Supplies	36	26	-2
Clothing and Furnishings, except Shoes	28	-21	-45
Shoes and other Footwear	29	61	7
Drugs and Sundries (Liquor excluded)	13	22	-3
Dry Goods	36	46	-31
Electrical Goods	68	137	36
Fresh Fruits and Vegetables	3	-3	21
Furniture and House Furnishings	52	53	26
Groceries and Foods, except Farm Products	22	23	13
Meats and Meat Products	42	50	1
Beer	10	-24	-13
General Hardware	40	71	-1
Industrial Supplies	11	12	-10
Plumbing and Heating Supplies	16	89	15
Lumber and Building Materials	27	122	15
Machinery, Equipment and Supplies, except Electrical	27	31	9
Metals	31	54	1
Tobacco and Its Products	16	12	2
Leather and Shoe Findings	29	41	-27



Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, March 20, 1947

Number 12

Superintendents Set for Membership Drive

Plans for the 1947 Membership Campaign of the San Francisco Chamber of Commerce shifted into high gear this week with the appointment of twenty volunteer "superintendents" to aid the campaign's ten "general contractors," according to chairman G. J. Ticoulat.

● **Slogan of the campaign is:** "Build San Francisco And Grow With Your City." The drive is slated for April 8 through 11.

Following are the volunteer superintendents:

James T. McAloon, E. R. Squibb & Sons; J. M. Barnett, Anglo California Bank; J. B. Holdsworth, Pacific Telephone & Telegraph; Jack Fraser, Pacific Automotive Co.; William Jamieson, Union Oil Co.; Joe R. Allendorf, Eastman Kodak Co.; Ray Morgan, Morgan & Barclay Co.; A. E. Derr, Crocker Bank; Ed Thompson, By-Chemical Products Co.; U. R. Kendree, Union Oil Co.; Allen Ames, Ames-Harris-Neville Co.; C. E. Kohlmann, California Packing Corporation; Robert Huser, National Biscuit Co.; Fred J. Mahr, P. G. & E.; A. I. Hoskins, Southern Pacific Co.; W. T. Seawell, Founder's Fund Insurance Co.; Myron Wacholder, Recorder Publishing Co.; David F. Leary, California Packing Corporation; Jack Howe, E. R. Bacon Co.; H. H. Pierson, States Steamship Co.

New Helicopter Performs At Presidio Preview

The world's most advanced helicopter was shown to the public for the first time Tuesday, March 18, according to an announcement from the San Francisco Chamber of Commerce.

● **The helicopter demonstration and exhibit** was scheduled at 9:30 A.M. at the main baseball field in the Presidio.

Developed by Stanley Hiller at his United Helicopter Corporation plant in Palo Alto, the plane is the world's first co-axial, two-place helicopter to fly successfully. The plane's principal innovation is the use of two rotors, or blades, mounted on one shaft and turning in opposite directions.

● **Titled the "Commuter Model"** the plane features a tricycle landing gear, greater stability and simplicity of design. It has a range of 200 miles and a top speed of 100 miles an hour, using a 125 horsepower Lycoming engine.

San Francisco Seals, N. Y. Giants To Be Chamber Guests

Jr. Grand National Show To Be Annual Cow Palace Event

Establishment of the Junior Grand National Livestock Exposition as an annual spring event, was announced this week by the No. 1-A Agricultural Association. The first Junior Show will be presented at the Cow Palace March 29 to April 3, 1947.

Forty calves which were purchased last November for a 4-H and Future Farmer Educational Project will be exhibited, classified for premiums and trophies and sold at this first Junior Show. Alexander von Haften, Manager of the San Francisco Chamber of Commerce Agricultural Department, and Joseph Wittenmeier, member of the San Francisco Junior Chamber of Commerce Industrial Committee, working in cooperation with the Association, obtained sponsors for the calves. The sponsoring San Francisco businessmen will be present at the Livestock Auction Sale in the Main Arena, Wednesday, April 2.

In addition to the public auction, the Junior Grand National will feature arena shows including sheep shearing demonstrations, free motion pictures, puppet rodeo, and commercial exhibits.

Drug Firm Picks S. F. as West Headquarters

Because of San Francisco's central location with reference to the entire western market, this city has been selected as West Coast headquarters by Burroughs-Wellcome & Company (U.S.A.) Incorporated. This was announced today by W. N. Cressy, President and General Manager of the New York firm, through the Industrial Department of the San Francisco Chamber of Commerce. Burroughs-Wellcome & Company are international pharmaceutical manufacturers.

● **To facilitate their operations in the West**, Burroughs-Wellcome & Company are leasing a building on Folsom Street which will provide approximately 12,000 square feet of space.

D. R. Hutchison is the senior resident representative of Burroughs-Wellcome & Company.

The San Francisco Seals and the New York Giants will take time off from the baseball diamond on Friday, March 28, to be the guests of the San Francisco Chamber of Commerce at a luncheon sponsored by the Chamber and the San Francisco Commercial Club.

● **Charles H. Graham**, president of the Seals, and Garry Schumacher, assistant to the president of the Giants, will speak on the "Evolution of Baseball."

Members of both teams and visiting sportswriters will be honored guests at the luncheon. Carl J. Eastman, Chamber president, will preside.

● **The Giants left Monday** of this week from Phoenix, Arizona en route to the Hawaiian Islands to join the Seals in a series of exhibition games. Both teams are winding up their spring training. The Giants and the Seals will play four exhibition games in Hawaii before returning to the mainland March 24.

The two teams will play in San Francisco's Seals Stadium March 26 through March 31.

Chamber Executive Appears At Freight Rate Hearing

Walter A. Rohde, manager of the Chamber's Transportation Department, returned to San Francisco this week after an appearance before the Interstate Commerce Commission in Washington favoring reduced rates on Geneva steel.

● **After two days of argument**, the Commission decided that the prevailing suspension of the rate should be vacated, subject to formal investigation later.

This means that the reduced 48 cent rate will be allowed to go into effect, but that changes in this and other rates may be ordered after investigation is completed.

● **Rohde argued** that the rate reduction is necessary to permit the operation of a great basic industry and to the industrial development as well as the expanding economy of the Pacific Coast.

He pointed out that California has always been a deficit area for iron and steel; that a critical shortage of these commodities now exists; and that eastern mills, which protested the rate reduction, had not endeavored to meet this shortage, but preferred to serve their home markets.

Here are the Campaign "Contractors"



G. J. YICOULAT
Campaign Chairman
Crown-Wallamette Paper Co.



LEO P. BLANK
Stecher-Traug Lithograph Co.



EARLE C. DAHLEN
William L. Hughson Co.



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GEORGE C. TENNEY

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CHRIS J. CHRISTENSEN
Personnel Director and
Public Relations Director
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Divisional Manager
Safeway Stores, Inc.
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Vice President
Chandler & Lyon
ROBERT DI GIORGIO
Assistant Secretary and
Assistant Treasurer
Di Giorgio Fruit Corp.
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Vice President and
Pacific Coast Manager
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Vice President
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HENRY E. NORTH
Vice President and
Pacific Coast Manager
Metropolitan Life Insurance Company
CLAUDE E. PETERSON
Vice President
System Passenger Traffic—
Southern Pacific Company
JOHN T. PIGOTT
President
Kern County Land Company
FRANK K. RUNYAN
President
Western Merchandise Mart
RICHARD SPIER
Northern California Division Manager
Fax West Coast Agency Corporation
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GEORGE C. TENNEY
President
McGraw-Hill Company of California
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Richard D. Brigham . . . Edward T. Haas . . . Benjamin H. Swig
Daniel E. Koshland . . . Word G. Walkup

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Business Ad

Please Ass

President	LOUIS B. LUNDBERG	General Manager
ce President	RICHARD O. BRIGHAM	Treasurer
ce President	MATTHEW C. CARBERRY	Assistant Treasurer
ce President	M. A. HOGAN	Secretary

CHAMBER OF COMMERCE

March 20, 1947.

As leader of San Francisco, you
 at now is San Francisco's
 to reach a new peak in the
 interests of the community, the

purpose, we have chosen the
 cisco - And Grow With Your
 the 1947 San Francisco
 membership campaign, April 8

During these four days and
 contribute the necessary time on
 one of the ten teams.

Good in the business history of
 well-financed Chamber of
 important asset to this new
 of San Francisco.

opportunity to "Build San

The attached form and mailing
 ship department of the Chamber.

G. J. TICOLAT, Chairman.

HARRY W. HEALEY

THOMAS A. LEDDY

ASHLEY C. PINCHING

RICHARD T. STEPHENS

JOHN G. VOLLMAR



J. J. GREELY
 Union Oil Co.



HARRY W. HEALEY
 Cosgrove & Co.



THOMAS A. LEDDY
 Zellerbach Paper Co.



ASHLEY C. PINCHING
 Safeway Stores, Inc.



RICHARD T. STEPHENS
 Pacific Gas & Electric Co.



JOHN G. VOLLMAR
 Crown Zellerbach Corporation

San Francisco!

When you are ready.

Zone.....

Factor.....

Build San Francisco and Grow with Your City!

CHAMBER VISITS NORTH BEACH



Pictured above at the Chamber of Commerce-North Beach Merchants Association luncheon are Henry E. North, chairman of the Chamber's Traffic and Highway Committee; Chamber President Carl J. Eastman; Peter Giovannanza, president of the North Beach Merchants Association; Lewis A. Lapham and Daniel E. Koshland, both Directors of the Chamber.

Historic Broderick Fire Engine Purchased By Fireman's Fund

Broderick Engine No. 1, historic fire engine which helped to fight the great fire in San Francisco in 1832, is back from Canada to the scene of its original activities, according to an announcement by the San Francisco Chamber of Commerce.

The engine, which left San Francisco in the '80's and has been in Kelowna, British Columbia, since 1904, has been purchased by the Fireman's Fund Insurance Company. Arrangements are being made for its participation in centennial celebrations to be observed here in 1948, '49 and '50.

● The engine was named for David C. Broderick, foreman of Empire Company, who had been instrumental in forming many volunteer fire fighting units. The engine's history dates back to San Francisco's very earliest days.

Broderick became Lieutenant Governor of California and a member of the United States Senate representing this state. Following his death in a duel with David S. Terry, who resigned his office as Chief Justice of California Supreme Court in order to fight the duel, the name of the Empire Engine Company was changed to Broderick in his memory.

The San Francisco Junior Chamber of Commerce has been in touch with the city authorities at Kelowna since 1938 and attempts have been made from time to time to return the Broderick Engine to its birthplace. Because of its close association with San Francisco's volunteer firemen at the time of its organization in 1863, the Fireman's Fund Insurance Company assumed the responsibility of bringing it back to San Francisco.

This historic piece of apparatus will be the nucleus of a museum which is being established by the Insurance Company featuring early San Francisco fire fighting equipment.

Chamber Visits Two More District Groups

Discussion of the problems of two of San Francisco's smaller districts featured the weekly neighborhood luncheon program of Wednesday, March 19.

● **Excelsior-Geneva** and South-of-Army merchants met with Chamber representatives to discuss mutual problems.

Earl Popovich, president of the Excelsior-Geneva Merchants Association, and Joseph Arata, president of the South-of-Army Merchants Association, presented district problems.

● **Chamber president** Carl J. Eastman spoke briefly at the meeting which was presided over by Popovich, Arata, and R. S. McConnell, vice-president of the Retail Merchants Association of the Chamber.

Henry E. North, chairman of the Chamber's Traffic and Highway Committee, discussed solution of district traffic and parking problems.

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Trade Organization Hearings Successfully Completed

High praise was given San Francisco this week by Clair Wilcox, chairman of the panel conducting the hearing on the proposed International Trade Organization.

● **At the conclusion** of hearings, Wilcox expressed "deep satisfaction over the interest and the amount of thought given to the ITO charter by those presenting briefs."

"More really constructive suggestions were offered at the San Francisco hearings than in any other set of hearings throughout the country," Wilcox declared.

● **Dr. J. B. Condliffe**, professor of economics at the University of California, presented a brief favoring the proposed trade organization. Condliffe was officially appointed the representative of the San Francisco Chamber of Commerce by the Chamber's Board of Directors.

William L. Montgomery, managing director of the California Regional Board of the Far East-America Council of Commerce and Industry, also spoke in favor of the ITO. Montgomery represented the Foreign Trade Association of the Chamber.

● **Alvin C. Eichholz**, manager of the world trade department of the Chamber, pointed out that the hearings at San Francisco were the largest of any of the seven hearings in the country.

Twenty-five per cent more people appeared before the panel in San Francisco than in New York, and the sessions here had to be extended to a third day in order to accommodate all persons requesting hearings.

● **The overwhelming** majority of the organizations represented at the hearings expressed their support of the International Trade Organization.

Consensus of opinion was that such an organization would present a sound basis for conducting international trade in a business-like way and would aid in promoting world peace.

● **Panel members** supported Wilcox' praise of San Francisco by commenting that the suggestions given the panel members here would be "extremely helpful in guiding the American delegates at the Geneva conference on the ITO next April and May."

C of C Representatives at Supervisors' Meetings

Attending the Board of Supervisors meeting Monday, February 24, was:

● **Chris J. Christenson**, member, San Francisco Chamber Board.

San Francisco Chamber Director attending the meeting on March 17 was:

● **Robert Di Giorgio**.



Bay Region Business

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Number 13

Lundborg Heads Western States Council

"COMMUTER" HELICOPTER



Pictured above is the world's first co-axial, two-place helicopter developed by United Helicopter Corporation of Palo Alto and being demonstrated to newsmen at the Presidio baseball field. The plane has a range of 200 miles and a top speed of 100 miles an hour.

Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, was elected president of the Western States Council at an eleven state meeting of chamber of commerce executives here this week. Lundborg, a founder and director of the Council, succeeds Harold W. Wright, general manager of the Los Angeles Chamber.

• Elected vice presidents were: T. A. Stevenson of Tacoma and Gus P. Bachman of Salt Lake City. Harold Weber, general manager, Oakland Chamber of Commerce, was elected secretary-treasurer of the organization.

In a major move to increase foreign trade for the benefit of the west, the Western States Council authorized its World Trade Section to expand its membership to include inland cities and representatives from banking, shipping and other allied fields.

Commenting on the importance of foreign trade to the west, Dr. Bernard F. Haley, head of the Economics Department of Stanford University, said, "The Western States must realize that they are an economic unit, and as such they have a common interest in the development of this vast area."

As a result of the recently granted reduction in steel freight rates between Genoa and the West Coast, future plans were made to assure an integrated steel industry for the western states.

Chamber President Addresses Western Metals Congress

"Despite a gratifying expansion in the metal-working industries in the Bay Area, opportunities for additional plants in the field abound here," declared Carl J. Eastman, president, San Francisco Chamber of Commerce, in an address at a luncheon in Oakland Monday sponsored by the American Welding Society.

• The luncheon was one of the features being held in connection with the Western Metals Congress and Exposition, March 22-28. Participating in the program, in addition to the American Welding Society, are some fifteen other technical societies.

Calling attention to the need for continued expansion of metal-working plants, Eastman cited the recent move by Ford Motor Company to purchase millions of dollars worth of parts in this region annually.

Eastman praised the American Welding Society for initiating tremendous technological improvements which expedited war production, and paid tribute to Lee W. Delhi of San Francisco, first Pacific Coast president of the Society.

Produce Market Group Reorganized

Reconstitution of the Chamber's Produce Market sub-committee under the leadership of Ray B. Wiser, president, Farm Bureau Federation, was announced this week by Robert DiGiorgio, chairman of the Chamber's Agricultural Committee.

• Reorganization of the sub-committee, whose purpose is to assist in procuring a permanent wholesale produce market either at the present site or in a new location, has been hailed as the major project of the Agricultural Committee for 1947.

The first 1947 meeting of this important group is scheduled for Friday, April 4, at which time the cooperation of the produce dealers will be stimulated and the basis will be laid for this year's program.

Giants-Seals Lunch Tomorrow

Charles H. Graham, president of the San Francisco Seals, and Garry Schumacher, assistant to the president of the New York Giants, will be guest speakers at a Commercial Club luncheon tomorrow sponsored by the Club and the San Francisco Chamber of Commerce.

• Both teams recently wound up spring training and played four exhibition games in Hawaii before returning to the mainland this week. The two teams will play in San Francisco's Seals Stadium, March 26 through March 31.

"Ernie" Smith, prominent Bay Area sports-caster, will be master of ceremonies at the luncheon at which members of both teams and visiting sportswriters from New York will be honored guests.

Prominent figures in the baseball world who will be present include Mel Ott, manager of the Giants, and Lefty O'Doul, manager of the Seals, which won the Pacific Coast League pennant last year.

Wholesale Trade Sales Survey

Pacific Coast merchants' wholesalers dollar sales are up 28 per cent over last year, according to a report released today by the Research Department of the San Francisco Chamber of Commerce.

The increase is figured on a comparison of wholesale sales from January 1946 to January 1947.

The report is based on a joint survey conducted by the National Association of Credit Men and the U. S. Census Bureau.

The Chamber's analysis revealed the rise in the general wholesale price level in the nation amounted to 31 per cent, during the period January 1946 to January 1947, based on the U. S. Department of Labor Wholesale Commodity Index. Thus the actual physical volume of sales this year closely approximate that of January a year ago.

The Mountain Region, the West North Central Region and the New England Region reported sales increases comparable to the Pacific Coast. Middle Atlantic Coast sales were up 21 per cent; East North Central, 25 per cent; South Atlantic, 25 per cent; East South Central, 24 per cent; and West South Central, 23 per cent.

Pacific Coast Wholesalers' Sales and Inventories, January 1947

Kind of Business	Per Cent Change			
	1/47 from 1/46		1/47 from 12/46	
	Sales	Inventories	Sales	Inventories
Automotive Supplies.....	18	51	-8	-7
Clothing and Furnishings, except Shoes.....	1	b	-35	b
Shoes and Other Footwear.....	43	252	50	42
Drugs and Sundries (Liquor excluded).....	4	b	11	b
Dry Goods.....	33	b	46	b
Electrical Goods.....	84	150	-35	6
Fresh Fruits and Vegetables.....	3	b	-2	b
Furniture and House Furnishings.....	76	73	8	15
Groceries.....	6	41	-13	-3
Meats and Meat Products.....	43	53	9	33
Beer.....	-32	b	-8	b
General Hardware.....	33	55	2	18
Industrial Supplies.....	22	30	6	4
Plumbing and Heating Supplies.....	119	b	4	b
Jewelry.....	-26	89	-62	11
Lumber and Building Materials.....	93	200	23	16
Machinery, Equipment and Supplies, except Electric.....	28	100	-16	20
Tobacco Products.....	9	40	3	-17
Leather and Shoe Findings.....	11	b	9	b

b—Insufficient data to show separately.

CHAMBER MEETS NEIGHBORHOODS



Pictured above are Louis B. Lundborg, general manager, San Francisco Chamber of Commerce; Earl Popowitch, President, Excelsior-Guinea Merchants Association; Michael Perri, vice-president, South of Army Merchants Association; Joseph Arat, president, South of Army Merchants Association; and George C. Tenney, vice-president, San Francisco Chamber of Commerce. Occasion was joint Chamber-District Merchants luncheon last week.

Fillmore District To Be Visited By Chamber Leaders

Problems of the Fillmore Street Merchants Association will feature the next Chamber of Commerce-District Merchants luncheon on Wednesday, April 16.

● Charles Stockwitz, president of the Fillmore Merchants Association, will present current district problems at the luncheon.

Chamber of Commerce representatives, headed by Chamber president Carl J. Eastman and Thomas J. Lenehan, president of the Retail Merchants Association of the Chamber, will discuss local problems and mutual aims with the Fillmore merchants. Henry E. North, chairman of the Chamber's Traffic and Highway Committee, will discuss district traffic matters.

This will be the seventh in the 1947 series of joint luncheon meetings. The neighborhood meetings were instituted by the Chamber during 1946 to develop closer unity between the Chamber and the various district groups of the city.

"Meet the Neighborhoods," a 15-minute radio program based on the history and background of San Francisco's districts, is broadcast from the luncheon each week.

● The program is prepared by the Chamber's radio bureau and broadcast over Station KSFO.

WORLD TRADE

Key to Prosperity . . .



ALVIN C. EICHHOLZ

Manager
World Trade
Department

"San Francisco is . . . the greatest Western port, the key to Pacific communications," says *Life* Magazine.

As a great seaport with the best harbor on the West Coast, much of the prosperity of San Francisco and, therefore, of your business, depends on this city's world trade and shipping.

The problems of business in a world port such as San Francisco require special study and treatment. The World Trade Department of the Chamber, the World Trade Committee, composed of technical and regional subcommittees, and the Foreign Trade Association of the Chamber function to assist manufacturers and traders expand their business with all the markets of the world.

SERVICES

- **Compilation** of World Trade Index of San Francisco manufacturers, exporters and importers.
- **Dissemination** of lists of manufacturers, exporters and importers to foreign firms.
- **Publication** and dissemination of "Trade Tips"—inquiries from foreign firms desiring to do business with San Francisco manufacturers and traders.
- **Periodic** "International Bulletins" on latest world trade developments, regulations and publications.
- **Aid** foreign businessmen visiting San Francisco in obtaining local products, finding outlets or connections.
- **Weekly** meetings study current trade problems, hear important governmental, local and foreign business officials on world trade topics.
- **Study** legislative bills and take action to secure desirable legislation to facilitate expansion of world trade.

- **Promote** and conduct institutes to study world trade problems.
- **Maintain** close cooperation with foreign consular and commercial representatives to promote greater two-way trade.
- **Promote** arbitration in international trade.
- **Disseminate** detailed commodity data of import and export trade of San Francisco Harbor.
- **Authenticate** certificates of origin, quality, inspection and value of exports.
- **Maintain** special facilities in Washington, D. C., office to facilitate import and export matters with Government agencies.
- **Sponsor** business development tours.

INFORMATION

Counsel and furnish data relating to importing and exporting techniques.
Statistics and market data on world sources and markets for imports and exports.
International commercial policy, reciprocal trade agreements, trade customs and practices.
Current commercial data on all foreign countries.

These Leading Committees Work For You . . .

World Trade Executive Committee

Clifton Kroll, Chairman
Forrest Brookman, Vice Chairman

Arbitration Committee

Ian Armstrong, Chairman
Edward Bransten, Vice Chairman

Committee on Appeals

Harry L. Evans, Chairman
S. M. Haslett, Jr., Vice Chairman

European Affairs Section

P. A. Kinnoch, Chairman
F. Ehrenfeld, Vice Chairman

Importers Section

R. C. Robinson, Chairman
F. E. Brookman, Vice Chairman

Hawaiian Affairs Section

Starr Bruce, Chairman
Hugh Gallagher, Vice Chairman

Inter-American Affairs Section

Wilbur Ellis, Chairman
Richard D. Quinlan, Vice Chairman

Maritime Affairs Section

Victor B. Smith, Chairman
W. B. Gribble, Vice Chairman

Pacific Area Affairs Section

H. A. Magnuson, Chairman
O. C. Hansen, Vice Chairman

Trade Promotion Section

W. F. Minehan, Chairman
John O. Gartner, Jr., Vice Chairman

Ex-Officio Members

Dr. John B. Condliffe
Dr. Eugene B. Staley
John J. Judge
Gen. Robert Wylie
Fred B. Galbreath
Arthur Poole

PORT OF THE PACIFIC



Historic Engine Returns to S. F.



Pictured above is Broderick Engine No. 1, historic fire engine which helped to fight the great fire in San Francisco. The engine, which left San Francisco in the '80's and has been in Kelowna, British Columbia since 1904, has been purchased by the Fireman's Fund Insurance Company. It will be the nucleus of a museum featuring early San Francisco fire fighting equipment.

Buyers' Seminar on Plastics Scheduled Here Next Week

J. R. Price, manager, Consumer Film & Sheeting Division, Bakelite Corporation, will discuss "Plastics—Quality Materials for Quality Products" on Wednesday, April 2, before a Buyers Seminar conducted by the Society of the Plastics Industry in San Francisco.

● Price will discuss the many advantages of Vinylite plastics for retail merchandise, and will describe the manufacturing processes and testing procedures that maintain quality in both plastic materials and finished products.

Reservations for the dinner meeting, which will be held at 7:00 P.M. at the Hotel Whitcomb, can be made by contacting Frank Moss, Industresearch Laboratory, 245 8th Street, Market 2792. Local manufacturers and merchandisers of apparel, luggage and housewares are invited to attend.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6605—THE MUTUAL SALES COMPANY, 1059 So. Manhattan Place, Los Angeles 6, California, interested in representing local manufacturers in Southern California. Is established and contacts industrial machine shop and automotive shop tools.

D-6606—PAMODES, INC., 56 West 45th Street, New York 19, New York, would like to contact a manufacturer's representative to handle their line of street length garments on an exclusive basis.

D-6607—LECKENBY STRUCTURAL STEEL COMPANY, 2745—11th Avenue S.W., Harbor Island, Seattle 4, Washington, seeking an agent to handle their steel pre-built buildings that can be used for warehouses, shops, factories, garages and farm buildings.

February Industrial Expansion

—By the Chamber's Industrial Department

Forty-nine new Northern California plants to cost \$2,378,500 and 29 expansions of existing plants to aggregate \$2,358,500 were announced during February by the San Francisco Chamber's Industrial Department.

● The San Francisco Bay Region (12 Counties) will account for 39 of the new projects to total \$2,082,500 and 26 expansions costing \$2,293,500. Twelve of the new factories costing \$214,000 will be established in San Francisco County and 8 expansions to cost \$440,000 were tabulated for the local county. The new San Francisco projects will provide 102 new jobs, while San Francisco expansions will create employment for 144 new factory workers.

February 1946 figures exceeded the February totals for this year and compare as follows: Northern California, 51 expansions—\$5,006,000, 63 new plants—\$5,329,800; Bay Region, 43 expansions—\$3,930,000, 49 new plants—\$3,544,800; San Francisco, 22 expansions—\$792,000, 9 new plants—\$445,000.

A total of \$18,315,500 is recorded for Northern California industrial development during the first two months of 1947. This compares with the slightly higher figure of \$18,647,800 tabulated during the first two months of 1946. Large Bay Region projects now in the early stages of formulation indicate that 1947 developments will continue to equal if not exceed those of 1946.

Among the important projects announced for the Bay Region during February are:

● **Uni-Bilt Store Equipment Company,** 135 Quint Street, San Francisco, leased 28,500 square feet for a new factory to produce store fixtures. New equipment will be installed and the project will employ 15 workers to start.

● **DeBoom Paint Company,** N. W. Corner 22nd and Mississippi, San Francisco, purchased property and plan erection of new factory to cost approximately \$125,000.

● **Pioneer-Queen Lily Soap Company,** 18th and Carolina, San Francisco, plan \$200,000 expansion of their facilities.

● **J. I. Case Company of Racine, Wisconsin,** purchased 10-acre tract and auxiliary buildings formerly owned by Harris Manufacturing Company in Stockton. Plans are being drawn for additional building for manufacturing and assembly of farm machinery.

● **Leslie Salt Company, Newark, Alameda County,** plans 2-story addition to present refinery for screening and processing of crude salt for industry.

● **Nestle's Milk Products, Inc., Ripon, San Joaquin County,** will erect \$360,000 plant to manufacture soluble coffee.

● **Reo Motors of Lansing, Michigan,** acquired 129,000 square feet at 22nd and Poplar Streets, Oakland, and plans 60,000-square-foot building for truck assembly plant.

● **Westinghouse Electric Corporation leases Joshua Hendy Iron Works:** While this important announcement of Westinghouse is not considered a new plant or expansion of existing plant, it is a particularly significant development in the heavy industrial equipment field. Westinghouse has leased the Hendy plant for a 10-year period with an option to buy.



Bay Region Business

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MEMBERSHIP "CONTRACTORS"



Meeting of "Contractors" for Chamber Membership Campaign. Left to right, standing: Leo P. Hunk, Stecher-Trause Lithograph Co.; Richard T. Stephens, Pacific Gas & Electric Co.; Stanley F. Vandrop, Pacific Telephone & Telegraph Co.; Ashley C. Finching, Safeway Stores, Inc.; E. W. Goldberg, American Trade Co.; and Carl C. Lecklen, Willson L. Houghton Co. Seated, left to right: Harry W. Healey, Cosgrove & Co.; John L.R. manager of the Chamber's Membership Department; G. J. Jicoulet, Crown Willamette Paper Co., Campaign Chairman; J. J. Greely, Union Oil Company; and John G. Vollmar, Crown Zellerbach Corporation. Not shown in the photograph is Thomas A. Luddy, Zellerbach Paper Co.

S. F. Rate Hearing Requested by Chamber

A request for a San Francisco hearing on transcontinental rail rates, intercoastal water rates and joint water-rail rates was filed today with the Interstate Commerce Commission by the San Francisco Chamber of Commerce.

● The initial hearing on this case will be held in Washington, D. C., on April 22.

In making the request, Walter A. Rohde, manager of the Chamber's Transportation Department, pointed out that San Francisco interests have already indicated that they will have sufficient testimony for two days of hearing.

S. F. Chamber Reaffirms Reciprocal Trade Position

Reaffirmation of support for reciprocal trade agreements and continuance of open markets for California agriculture and industry, highlighted telegrams sent this week by the San Francisco Chamber of Commerce and Foreign Trade Association to members of the Congressional Finance Committee.

● The telegram was sent to Senators William F. Knowland and Sheridan Downey and Representative Harold Knutson.

The Chamber action was prompted by word from Washington that the Finance Committee was discussing United States reciprocal trade policies.

Following is text of the telegram signed by Chamber President Carl J. Eastman:

"San Francisco Chamber of Commerce has consistently supported reciprocal trade agreements and reciprocity and its continuance to open markets for California agriculture and other products. We wish to reaffirm our approval of program as California agriculture and new industries are in need of world markets more than ever. Furthermore, this program is a byproduct of current economic policy of the United States and any weakening of its structure would seriously threaten success of proposed international conferences on world trade and other economic matters."

World Trade Week Committee Named; Observance May 18-24

Appointment of a special committee for World Trade Week, May 18 to 24, with R. E. Waterlow of Marsman Company of California named as chairman, has been announced by the San Francisco Chamber of Commerce.

● Waterlow served as chairman for the 1946 World Trade Week.

Arthur B. Poole, American President Lines, was appointed vice chairman of the committee with Alvin C. Eichholz and William B. Loomis of the San Francisco Chamber of Commerce serving as coordinator and secretary respectively.

Committee chairmen are: Finance Committee, Elliot McAllister, Bank of California; Publicity Committee, John E. Fields, Far East Trader; Essay Contest, Connie J. Crabb, General Mills; Special Events Committee, Richard S. Turner, Adams-Turner Company; International Dinner, Fred Galbreath, Marine Office of America; Lislip Committee, Robert Prck, Atkins, Krull & Company; Maritime Committee, Albert M. Gatov, Pacific American Steamship Association; Radio Committee, Florian Frank, Parrott and Company; Speakers Committee, Allan H. Eber, Polak-Winters and Company.

Senior Council Honors Chamber Secretary

Former and present officers and directors of the San Francisco Chamber of Commerce assembled at a reception last week to pay tribute to Marie A. Hogan, secretary of the Chamber, for her service to the organization.

● Miss Hogan was presented with a gift of war bonds and a silver bowl which bore the following inscription: "123 federal and crown officers and directors salute their friend and mentor, Marie A. Hogan, secretary of the San Francisco Chamber of Commerce, and pay tribute to her tact and wisdom and selfless devotion to the community."

In her response, Miss Hogan said: "It has been a happy privilege to serve with 15 presidents and six general managers and the directors who have made up those various administrations. It has been a priceless experience—one that I have appreciated very much, and I am glad that I can tell all of you that without exception everyone has done all that he could to build me into the organization, to make mine an easier and happier job."

"I want you to know also that I have long realized that the job I hold is a unique one. The presidents of the Chamber couldn't be jealous of me; neither could the general managers, and when you remove jealousy from any situation, it is truly unique. This is a day of my life that comes to me as such a complete surprise that it is difficult to grasp its significance."

General Business Activity

Thumb Nail Sketch: by the Research Department

• TREND

Business conditions in the Bay Area during February were seasonally below January but the cumulative continued above the level of a year ago both in dollar value and physical volume. Bank debits for the first two months compared to a year ago were up 16%; retail sales and carloadings each gained 10%; manufacturing employment rose 45.1% and payrolls 60.9%. Tonnage of ship arrivals during the first two months increased 27% and ship departures 19%, while final reports for exports and imports for 1946 showed a good gain. Total employment was well above last year with the Bay Area compensable claims for unemployment accounting for a lower percentage of the State total claims.

Our February Index of business activity in San Francisco at 218.2 continued, as did January, at new record highs for the month, and was 15.1% above last February, with the first two months' average up 11.3%. San Francisco bank debits for the first two months were up \$500,000,000 to \$4,036,196,000 or 14.1% above a year ago.

February building permits of 715 valued at \$4,837,662 topped last February by 30.5% in number and 128.6% in value. Permits for 308 dwelling units valued at \$2,316,660 accounted for practically half of the total value. Non-residential permits' value amounted to \$1,212,500. Additions, alterations and repairs amounted to \$1,308,502 or nearly double the value of a year ago. San Francisco real estate transactions reported by Thos. Magee & Sons numbered 1,497 sales and were valued at \$18,650,409; this was 7.0% below February a year ago but above the January sales value. Mortgage and deeds of trust rose 36% over February last year; the two months' total amounted to \$31,025,933 or an increase of 25%.

Retail department store sales in San Francisco in February tapered off to a small gain of 2.8% over last February, and 5.9% for the first two months. San Francisco February airport traffic was up 8.3% and passenger traffic 5.2% over a year ago. Air mail loaded shrunk 35% but the number of air express shipments showed a gain of 16.2%. Tourists' and settlers' inquiries at the Chamber were up 87%. There were 8 commercial failures reported in San Francisco during February compared to 1 a year ago. February electrical energy sales were up 13%; commercial and industrial gas sales rose 6.4% and water consumers' net gain 13.4% over last February.

Bay Bridge vehicular crossings for the first two months totaled 3,885,374 or 1.2% below last year, but the Golden Gate crossings totaled 1,012,626, up 7.1% above the same period last year.

• MANUFACTURING

The manufacturing industries in the San Francisco Bay Area during February employed 118,600 workers compared to 121,300 during the previous month and 80,500 in February a year ago, according to the State Department of Industrial Relations. This was a gain over last February of 45.7%. February payrolls were up 61.6%. The durable goods group accounted for 64,900 of the workers and the non-durable group for 53,700. Av-

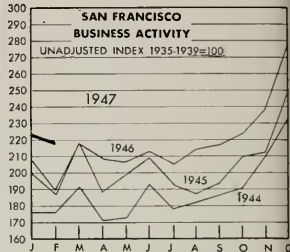
erage weekly wages in the manufacturing industries amounted to \$54.55 compared to \$54.31 the preceding month and \$48.93 a year ago. Average weekly earnings amounted to \$1.403 compared to \$1.392 and \$1.254 respectively. Average hours worked per week in February were 38.9 compared to 39.0 in January and 39.0 last February.

In the non-manufacturing industries February payrolls compared to a year ago were up 3.2% in the laundry, cleaning and dyeing group; 23.5% in the whole sale group; 24.3% in the retail group; and 7.3% in hotels group.

Reports on the Bay Area Industrial development during February show 39 new projects costing \$2,082,500 and 26 expansions costing \$2,293,500 or a total of 65 projects costing \$4,376,000 compared to 72 projects costing \$4,336,800 during February last year.

• TRADE

Department store sales in the Bay Area during the first two months were up 10% compared to 11% in Northern California, 13% in California and the Twelfth Federal Reserve District. Independent retail store sales during January compared to a year ago, according to the latest report of the Bureau of the Census, were up 10% in San Francisco, 25% in Berkeley and



Palo Alto, 24% in Oakland and 31% in San Jose, with the State sales up 22%. San Francisco sales in the food group were up 21%; dry goods 3%; apparel 5%; furniture-household-radio 16%; lumber-building-hardware 16%; automotive 40%; filling stations 7%; drug stores 18% and cigar stores 8%. Sales of eating and drinking places were off 7%; florists 9% and jewelry stores 23%.

• EMPLOYMENT

Compensable claims reported by the California State Department of Employment for San Francisco for week ending March 6 totaled 10,436 or 6.76% of the State total compared to 6.96% for week ending February 6 and 7.47% for week ending January 9. Bay Area March 7 claims totaled 30,299 or 19.6% of the State total against 20.39% in February. Trend of employment in San Francisco Bay labor market area comprising parts of seven counties as reported by the above agency, and based on the reports from 344 establishments in this area, reveals the following:

TREND OF EMPLOYMENT, S. F. BAY AREA

INDUSTRY	No. of Establishments reporting	Employment*		Required Employment	
		Nov. 1946	Jan. 1947	Mar. 1947	May 1947
Total	344	235,307	235,343	237,086	238,657
Construction	8	1,832	1,439	1,454	1,559
Manufacturing	191	105,618	105,937	106,674	106,945
Transportation	45	79,553	79,231	80,483	82,396
Retail Trade	36	18,258	18,072	17,748	16,823
Finance	15	5,398	5,539	5,558	5,608
Service	35	17,989	18,444	18,375	18,532
Government	14	6,659	6,681	6,794	6,794

*Total civilian employment in January 1947 was estimated at 770,400; hence the above accounts for about one-third of the total employment of all civilians.

• **LIVING COSTS** in San Francisco in February were 0.6% below January, thus making the second consecutive month of slight decline, principally due to a drop in food costs. The February Index amounted to 158.1 compared to 159.1 in January, 160.4 in December and 153.5 in February a year ago. February food costs were 2.6 below January but clothing was up 2.2; rent and fuel remained the same while house furnishings and miscellaneous were up 0.6.

Survey of Business Conditions in San Francisco

February 1947

BRANCH OF ACTIVITY	FEBRUARY 1947	FEBRUARY 1946	PER CENT CHANGE	2 MONTHS 1947	2 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY						
S. F. C. of C. Index 1935-39 Avg. = 100	218.2	189.6	15.1	220.8	198.4	11.3
CONSTRUCTION PERMITS						
Total (number)	715	548	28.6	1,371	1,291	6.2
Residential, New (number)	4,837,662	2,115,844	126.6	7,832,392	5,234,158	49.6
Dwelling Units (value)	2,316,660	851,000	172.2	3,727,240	2,692,570	38.4
Single Family Dwellings, New (number)	308	147	109.5	511	469	9.0
Non-Residential, New (number)	242	111	118.0	391	374	4.5
Value (value)	1,879,660	652,200	188.2	2,956,590	2,172,870	36.1
Value (value)	20	22	-9.1	45	56	-19.6
Value (value)	1,212,500	400,200	213.0	1,580,134	817,850	93.2
Value (value)	419	296	41.6	877	813	7.8
Value (value)	1,308,502	618,004	111.7	2,525,018	1,723,738	46.5
REAL ESTATE						
Sales (number)	1,497	1,752	-14.5	3,014	3,532	-14.7
Value (value)	18,650,409	20,016,810	-6.8	36,344,618	43,760,570	-16.9
Mortgages and Deeds of Trust (number)	1,409	1,403	0.4	3,062	2,813	8.9
Amount (amount)	14,922,628	10,973,741	36.0	31,025,933	24,839,640	24.9
RETAIL DEPARTMENT STORE SALES						
San Francisco (index)	220	214	2.8	214	202	5.9
FINANCE						
Bank Deposits (\$000)	1,989,290	1,626,828	22.3	4,036,196	3,538,658	14.1
Bank Clearings (\$000)	1,462,940	1,331,016	9.7	3,091,659	2,811,659	10.0
Postal Receipts (\$)	1,610,389	1,842,621	-12.6	2,965,898	3,287,784	-43.9
San Francisco Stock Exchange (no. shares traded)	886,091	1,482,205	-40.2	1,762,088	3,287,718	-46.4
Market value (market value)	13,650,947	22,354,042	-38.9	27,579,297	50,375,920	-45.3
COMMERCIAL FAILURES						
Liabilities (number)	8	2,296	700.0	0	3	500.5
Assets (\$)	218,698	2,296	9425.2	235,272	39,177	121.6
Assets (\$)	81,568	150	5337.9	86,515	39,035	121.6
EMPLOYMENT & PAYROLLS—Bay Area (5 Co.'s)						
Employment (index)	141.3	97.0	45.7	142.9	98.5	45.1
Payrolls (index)	249.6	154.3	61.6	251.2	156.1	60.9
NON-MFG. INDUSTRIES (5 Co.'s) (a)						
Laundry, Cleaning, Dyeing (payroll)	169.6	164.4	3.2	171.9	166.1	3.5
Wholesale Trade (payroll)	198.1	160.4	23.5	196.2	157.1	24.9
Retail Trade (payroll)	190.9	153.6	24.3	196.4	152.7	28.6
Hotels (payroll)	238.6	222.4	7.3	238.0	221.1	7.4
PLACEMENTS IN SAN FRANCISCO—C.S.E.S.						
Industrial Placements (total)	3,390	3,717	-8.8	7,205	8,517	-15.4
Commercial Placements (number)	2,389	2,914	-18.0	5,415	6,704	-24.2
Transportation (number)	1,001	803	24.7	1,790	1,813	-1.3
TRANSPORTATION						
Freight Car Movements (number)	22,595	19,658	14.9	46,663	42,388	10.1
San Francisco Airport Traffic (no. planes)	3,885	3,935	-1.3	7,506	7,268	3.2
Express Shipments—Rail (no passengers)	51,311	48,753	5.2	104,581	93,803	11.5
Air Mail Loaded (number)	284,287	364,466	-22.0	562,551	759,093	-23.3
Air (number)	16,506	14,027	16.2	33,152	27,622	19.7
Quantity (pounds)	410,209	631,115	-35.0	867,430	1,636,461	-47.0
WORLD TRADE						
Vessel Arrivals with Cargo (number)	264	252	11.7	621	471	31.8
(net registered tons)	1,271,471	1,109,673	14.6	2,769,387	2,180,763	27.0
Vessel Departures with Cargo (number)	315	254	24.0	646	548	17.9
(net registered tons)	1,359,616	1,088,977	24.9	2,798,797	2,349,286	19.1
Exports—Value (millions of dollars)	56.2(d)	22.8(e)	146.5	297.3(f)	213.6(g)	39.2
Quantity (millions of pounds)	599.7(d)	424.1(e)	41.4	4,756.2(f)	2,630.8(g)	80.7
Imports—Value (millions of dollars)	22.6(d)	2.2(e)	927.2	105.1(f)	56.2(g)	87.0
Quantity (millions of pounds)	180.4(d)	38.9(e)	363.8	1,031.4(f)	805.5(g)	28.0
UTILITIES						
Electrical Energy Sales Index (k.w.hrs.)	628	184	13.0	216	197	9.6
Industrial and Commercial Gas Sales (cu. ft. in ths.)	1,188,620,000	1,116,810,000	6.4	2,424,968,000	3,228,888,000	-24.9
Water Consumption (net gain)	262	231	13.4	523	436	20.0
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (number)	415	222	86.9	817	364	126.3
Bay Bridge Vehicle Crossings (number)	1,878,394	1,881,593	-0.2	3,885,374	3,932,744	-1.2
Golden Gate Bridge Vehicle Crossings (number)	499,516	459,566	8.7	1,012,626	945,677	7.1
DAIRY RECEIPTS, FRUITS AND VEGETABLES						
Butter (pounds)	1,871,436	644,592	190.3	3,163,144	1,561,844	102.5
Cheese (pounds)	1,542,973	949,428	62.5	2,854,178	2,687,012	6.2
Eggs (cases)	111,162	82,900	34.1	210,611	184,817	14.0
Poultry Dressed (pounds)	1,288,737	1,806,395	-28.4	3,461,305	4,003,818	-14.2
Fruits and Vegetables (carlots)	1,464	1,662	-11.9	3,045	3,430	-11.2
LIVESTOCK SLAUGHTER (b)						
Cattle (number)	142,797	195,984	-27.1	325,458	399,579	-18.6
Calves (number)	3,188	40,872	-72.1	73,614	90,709	-18.8
Sheep and Lambs (number)	8,339	7,952	4.9	18,948	15,766	20.2
Hogs (number)	121,277	98,710	23.5	139,169	151,255	-8.0
Other (number)	39,893	48,451	-17.7	93,710	141,888	-34.0
S. F. LIVING COSTS 1935-39 Avg. = 100						
Food (index)	195.4	147.7	32.3	198.0	148.6	33.2
Clothing (index)	174.0	147.3	18.1	172.2	147.1	17.1
Rent (index)	106.8	106.8	0.0	106.3	106.3	0.0
Fuel, Electricity and Ice (c)	82.5	92.9	-11.2	82.5	92.9	-11.2
Gas and Electricity (index)	72.7	86.2	-15.7	72.7	86.2	-15.7
Other Fuel and Ice (index)	113.2	129.9	-13.0	113.2	129.9	-13.0
Housing Furnishing Goods (index)	151.1	129.9	16.3	150.6	131.4	14.8
Miscellaneous (index)	147.3	133.6	10.3	146.9	133.7	9.9
All Items (index)	158.1	133.5	18.4	158.6	133.8	18.5

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) December 1946 latest available.

(e) December 1945.

(f) February 1946 latest available.

(g) 12 months 1945.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

SAN FRANCISCAN HONORED



Photographed above are members of the Wholesale Fruit and Produce Dealers Association of San Francisco who assembled last week to pay tribute to Palmer C. Mendelson, first San Franciscan to be elected President of the United Fresh Fruit and Vegetable Association.

Mendelson Honored by Fruit and Produce Association Here

Palmer C. Mendelson, president, Palmer C. Mendelson Company, was honored last week at a banquet given in his honor by the Wholesale Fruit and Produce Dealers Association of San Francisco.

● **Mendelson** was recently elected president of the United Fresh Fruit and Vegetable Association at its convention in New York city. He is the first San Franciscan to be accorded this honor.

The dinner also served as the "kick-off" for the 1948 convention of the United Association, which will be held in San Francisco. George H. Casey, president, California Fruit Exchange, is general chairman of the Convention Committee and Ralph E. Moyse, secretary of the Wholesale Fruit and Produce Dealers Association, is secretary of the Committee.

A special committee of the San Francisco Chamber of Commerce has been appointed to work with the Association in formulating plans for the convention.

Representing the Chamber at the dinner, at which Joseph F. Hunt, Association president, was master of ceremonies, were Robert DiGiorgio, chairman, Agricultural Committee, and C. P. Tanner, Chamber assistant general manager.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6608—COOK & ABEL, 805 Union Street, Seattle 1, Washington, looking for new lines to handle in Washington and Alaska. Have a general line and seeking additional merchandise.

D-6609—CHICAGO SALES ASSOCIATES, 135 South LaSalle Street, Chicago 3, Illinois, interested in representing local manufacturers in the Chicago area. Have six men in their organization and cover all types of lines.

D-6610—ROADSIDE CRAFTSMEN, East Bloomfield, New York, would like a manufacturer's agent with display room to handle their copper and wooden gift items. Commission basis.

D-6611—MR. D. L. BELCHER, 3866 Hartford, St. Louis, Missouri, would like to represent local manufacturers of merchandise that can be handled by jobbers of industrial tools and supplies, automotive accessories and equipment, construction supplies, mill supplies, household goods, school supplies or office supplies and equipment. Will cover Arizona.

D-6612—F. W. KRAGE COMPANY, 690 Market Street, San Francisco 4, California, seeking a manufacturer's agent to handle their automobile robes. Manufactured on the West Coast the line is already established. Two Western and several Eastern territories open for representation. Straight commission basis.

D-6613—SAN JOAQUIN MFG. CO., 620 Yosemite Avenue, Oakdale, California, manufacturers of sterling silver saddle mountings, sterling belt buckles and some Western jewelry. Seeking a manufacturer's agent in Western States to handle in conjunction with leather goods and allied lines. Carry all accounts and pay commission. Territory assigned on exclusive basis. Write or phone Oakdale 6431 for an appointment.

NEW COUNCIL OFFICERS



New officers of the Western States Council are shown justifying their election at a recent meeting in San Francisco. From left to right: T. A. Stevenson, Tacoma Chamber of Commerce, vice president; Louis B. Lundborg, San Francisco Chamber, president; Harold Weber, Oakland Chamber, secretary-treasurer; and Gus F. Bachman, Salt Lake City, vice president.



Bay Region Business

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Number 15

89 C of C Members in First Day of Drive

Hawaii Trip Planned by C of C Domestic Trade Group

S. F. Chamber's Predictions of Prosperity Verified

"There is every factor to indicate we are headed into the era of greatest prosperity in the history of the San Francisco Bay Region," declared G. L. Fox, manager, Industrial Department, San Francisco Chamber of Commerce.

● This prediction, made a year ago by the Chamber executive, was borne out last week by reports issued by the State Reconstruction and Reemployment Commission and State Chamber of Commerce which reveal that the state income is rising to an all-time high and that employment is continuing to expand.

In March, 1946, Fox refuted a prediction made at that time by the University of California Bureau of Public Administration that State unemployment would reach a million during 1946. "Every evidence today indicates we will have employment for our vastly increased population," he declared.

Figures released this week by the State Employment Service show that unemployment in the seven counties of the San Francisco Region has risen to 80,000, a fact which officials attribute to the continued influx of veterans and workers from other regions.

Pointing out today that current employment reports also reveal high employment in this area, Fox declared, "New job opportunities are steadily being created at the production level as a result of the continued high rate of industrial development here."

As an example, Fox pointed out that factory employment in 1946 was 36% higher than in 1940. It is this employment at the factory level, he said, which supports industries in the trade and service fields.

"In spite of the Chamber's optimism," Fox said, "it is taking every opportunity to attract and encourage industrial development in the Bay Region. One of the greatest problems of population migration in the history of the nation has been imposed on this area. Fortunately, opportunities for new manufacturing enterprises abound here. At the same time, the Chamber is participating in innumerable activities to expand job opportunities in Bay Region factories."

Plans for a second San Francisco Chamber of Commerce business visit to the Hawaiian Islands were revealed today by Vern A. Culver, chairman of the Chamber's Domestic Trade Committee which is sponsoring the visit.

● The trip, which is scheduled for next fall, will be made on the first voyage of the *Lurline*. The *Lurline* is currently undergoing a ten million dollar modernization program and will be ready sometime between September 15 and October 15, according to Matson officials.

Accommodations for forty persons have been reserved. Although the trip officially will be no more than three weeks in length, arrangements may be made for those who desire to stay longer.

"This trip is a logical follow-up of the Chamber's highly successful plane trip to the Islands last month," remarked Culver. "A number of trade problems concerning both the Hawaiian Islands and San Francisco were initially discussed then and it is hoped we will be able to work them out further on the coming trip."

Culver said that announcement of the trip was being made early so that businessmen wishing to combine their vacation with the business aspects of the trip may make their plans accordingly. Wives are invited.

Interested members should contact Carroll Snyder, manager of the Chamber's Domestic Trade Department, EXbrook 4511.

Navy's Purchasing Program Changed

Local ship's service store managers will have greater authority to purchase from local suppliers as a result of a change in the U. S. Navy's buying procedure, according to information received by the San Francisco Chamber of Commerce.

● The Navy's announcement followed closely on the heels of a protest made by the Chamber on the Navy's previous policy of purchasing through a central office in Brooklyn. Under this policy purchases could be made only from approved sources, which so far have been primarily eastern manufacturers.

A total of 89 new members were signed up in the first day of the 1947 Chamber of Commerce Membership Campaign, according to campaign chairman G. J. Ticolat.

● The drive is scheduled to run from April 8 through April 12.

The campaign was preceded by a kickoff breakfast on Monday, April 7, attended by over 300 volunteer workers, many of them garbed in painters caps and overalls to accent the campaign slogan, "Build San Francisco and Grow With Your City."

Carl J. Eastman, Chamber president, speaking at the breakfast, encouraged the volunteer workers to "make the San Francisco Chamber the largest Chamber of Commerce in the United States."

● The Chamber is at present second largest in the country in number of members.

Vern A. Culver and Frank E. Bodine, chairmen of previous membership campaigns, presented a skit to show the volunteers present how to "sign up a new member".

Referring to last year's campaign record of 505 new members, chairman Ticolat urged the teams to "top that record by at least one and preferably many points".

● The 300 volunteers are divided into ten teams with each team competing for high place.

Members of the winning team will be Ticolat's guests at a stag steak dinner while the low point man of the campaign will be awarded a one-way trip to Los Angeles.

Maiden Lane Fiesta Opens Today

"Spring Comes to Maiden Lane," two-day fiesta inaugurated last year by Maiden Lane merchants, is being observed April 10-11.

● Like last year, the program will emphasize the floral decoration of Maiden Lane. All the major stores in the neighborhood will hold open house.

SAN FRANCISCO TAX CALENDAR — SECOND QUARTER 1947

CITY — STATE — FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

CITY-STATE SECTION

Date	Interested Parties	Act Required	Responsible Agency
Apr. 1	Common carriers	File report and pay tax on distilled spirits sales for February.	State Bd. of Equalization
1	Motor vehicle fuel distributors.	File return and pay tax for February.	State Bd. of Equalization
1	Insurance companies.	File report.	Insurance Commis. or.
1	Owners of state-assessed property.	File statement of money and solvent credits.	State Bd. of Equalization
1	Welfare agencies.	File affidavit and claim for welfare exemptions.	S. F. City and Co. Ass'r
15	Off-sale general licenses.	File report for quarter ended March 31 and pay required additional license fee.	State Bd. of Equalization
15	Commercial carriers.	File report of alcoholic beverages imported during March.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs. agents and wholesalers, rectifiers and brandy mfrs.	File return and pay tax for March.	State Bd. of Equalization
15	Beer and wine mfrs. and importers.	File return and pay taxes for March.	State Bd. of Equalization
15	Doors.	File return showing gifts during preceding calendar year.	State Controller.
15	Producers and brokers.	File report for March.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles.	File report and pay tax for March.	State Bd. of Equalization
15	Taxpayers.	File return and pay first installment of tax if on calendar year basis.	Fran. Tax Com.
15	Retailers and purchasers of tangible personal prop. tax subject to tax.	File return and pay tax for quarter ending March 31.	State Bd. of Equalization
20	Motor vehicle trans. operators.	File return and pay tax for March.	State Bd. of Equalization
20	Property owners.	Pay second installment real property taxes and balance, if any, personal property taxes on secured roll.	S. F. City and Co. Tax. Col.
30	Private car owners.	File report covering operations of private cars during preceding calendar year.	State Bd. of Equalization
May 1	Common carriers.	File report and pay tax on distilled spirits sales for March.	State Bd. of Equalization
1	Motor vehicle fuel distributors.	File return and pay tax for March.	State Bd. of Equalization
15	Common carriers.	File report of alcoholic beverages imported during April.	State Bd. of Equalization
15	Distilled spirits mfrs., mfrs. agts., wholesalers, rectifiers and brandy mfrs.	File return and pay tax for April.	State Bd. of Equalization
15	Beer and wine mfrs. and importers.	File return and pay taxes for April.	State Bd. of Equalization
15	Producers and brokers.	File report for April.	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles.	File report and pay tax for April.	State Bd. of Equalization
20	Motor vehicle transportation operators.	File return and pay tax for April.	State Bd. of Equalization

FEDERAL SECTION

Date	Interested Parties	Act Required	Responsible Agency
Apr. 10	Employer.	Payments to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month, accounting for stamps for stamp tax purposes.	Collector of Int. Rev.
15	Stockholders and officers of foreign corporations.	File separate information returns when connected with foreign corporations that are foreign personal holding companies.	Collector of Int. Rev.
15	Depositors.	File statement and record on sale of stamps.	Collector of Int. Rev.
May 10	Employer.	Payments to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month, accounting for stamps for stamp tax purposes.	Collector of Int. Rev.
15	Stockholders and officers of foreign corporations.	File separate information returns when connected with foreign corporations that are foreign personal holding companies.	Collector of Int. Rev.
15	Depositors.	File statement and record on sale of stamps.	Collector of Int. Rev.
15	Fiduciary or estate or trusts.	Last day to file non-taxable returns of income.	Collector of Int. Rev.
15	Exempt corporations.	File proof of exemption and annual return of information for exempt corporations on a calendar year basis.	Collector of Int. Rev.
June 10	Employer.	Payments to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File return covering stock and bond transactions for preceding month, accounting for stamps for stamp tax purposes.	Collector of Int. Rev.
15	Stockholders and officers of foreign corporations.	File separate information returns when connected with foreign corporations that are foreign personal holding companies.	Collector of Int. Rev.
15	Depositors.	File statement and record on sale of stamps.	Collector of Int. Rev.
15	Holders of tax-free covenant bonds and non-resident foreign corporations.	Payment date of tax withheld at the source for calendar year 1946.	Collector of Int. Rev.
15	Non-resident alien individual, non-resident foreign corporations, citizen abroad, all other foreign partnerships and foreign corporations and domestic corporations with records abroad or where principal income is from U. S. possessions.	Last day to file income tax returns.	Collector of Int. Rev.
15	Individual exempt farmers.	Payment of one-quarter 1947 estimated tax found due March 15.	Collector of Int. Rev.
15	Individual reporting first time.	Those required to file declarations for the first time at this date pay only one-third of 1947 estimated tax due.	Collector of Int. Rev.

(City-State Section Continued on Page 3)

SAN FRANCISCO TAX CALENDAR—SECOND QUARTER 1947 **CITY—STATE SECTION**

Date	Interested Parties	Act Required	Responsible Agency	Date	Interested Parties	Act Required	Responsible Agency
June 1	Common carriers.	File report and pay tax on distilled spirits sales for April.	State Bd. of Equalization	June 15	Producers and brokers.	File report for May.	State Bd. of Equalization
1	Motor vehicle fuel distributors.	File return and pay tax for April.	State Bd. of Equalization	15	Users of Diesel fuel in motor vehicles.	File report and pay tax for May.	State Bd. of Equalization
15	Common carriers.	File report of alcoholic beverages imported during May.	State Bd. of Equalization	20	Motor vehicle transportation operators.	File return and pay taxes for May.	State Bd. of Equalization
15	Dist. spirits mfrs., mfrs. agts., whole salers, rectifiers and brandy mfrs.	File return and pay tax for May.	State Bd. of Equalization	30	Churches, veterans, colleges, orphanages, exhibitors.	Last day for filing affidavit for exemption.	S. F. City and County Assessor
15	Beer and wine mfrs. and importers.	File return and pay taxes for May.	State Bd. of Equalization				

LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco.	City Hall, Civic Center	HEmlock 5200	California State Franchise Tax Commissioner.	340 Van Ness Avenue	UNderhill 7234
Tax Collector, City and County of San Francisco.	City Hall, Civic Center	HEmlock 2121	California State Motor Vehicle Dept.	160 South Van Ness Ave.	MArket 4820
California State Board of Equalization.	State Bldg., Civic Center	UNderhill 8700	U. S. Collector of Internal Revenue.	100 McAllister St.	KL 2-2833

1946 SAN FRANCISCO BUILDING PERMITS SURVEY

A total of 8,089 San Francisco building permits valued at \$42,251,771 were issued during 1946, according to a study released by the Research Department of the San Francisco Chamber of Commerce.

● Of this, new residential construction accounted for 2,596 permits amounting to \$18,476,228 or 43.7%.

New single-family dwelling unit permits accounted for 2,165 valued at \$13,199,745 or 71% of the total value of all new residential permits. New two-family type structures called for 800 dwelling units valued at \$4,439,383 or 24% of the total value. Multi-family structures provided for 47 dwelling units at a cost of \$828,100 or 5% of the total value. The total dwelling units thus provided for amounted to 3,112 or 1,028 above the number provided for during 1945.

Permits for new non-residential structures aggregated 291 valued at \$12,771,444 or 30.2% of the total permits issued during the year.

This was a gain of 130 permits and \$9,882,490 over 1945. Additions, alterations and repairs accounted for 5,202 permits with value of \$11,013,099, an increase in value of \$6,648,662, over the preceding year.

● Based on the building permits, the average dwelling unit cost for 1946 was \$5,934 compared to \$4,227 in 1945, an increase of 34%. The average cost of non-residential structures amounted to \$43,888 compared to \$19,132 in 1945. The average cost of additions, alterations and repairs amounted to \$2,117 compared to \$1,619 the preceding year.

The increase in the cost of average dwelling units corresponds closely to the increase in the cost of construction which occurred during this period. The average cost of single-family dwelling units in 1946 amounted to \$6,097 compared to \$3,769 in 1940 or an increase of 61.8%.

Attached is a tabulation showing the actual building classifications in San Francisco in 1946 and the increase or decrease compared to 1945 permits.

SAN FRANCISCO 1946 BUILDING PERMITS SHOWING CLASSIFICATIONS AND INCREASE OR DECREASE COMPARED TO 1945 PERMITS

Classification	1946 Permits No.	1946 Permits Value	Increase or Decrease from 1945 No.	Increase or Decrease from 1945 Value	Classification	1946 Permits No.	1946 Permits Value	Increase or Decrease from 1945 No.	Increase or Decrease from 1945 Value
Residential (Total Units).....	3,112		1,028		Additions, Alterations and Repairs				
One-family.....	2,165	\$13,199,745	919	\$7,270,720	Residential Buildings	1,631	\$ 2,484,108	309	\$ 1,302,536
Two-family.....	400	4,439,383	-13	1,193,833	Non-housekeeping Dwellings	78	468,671	1	281,051
Multi-family.....	31	828,100	26	776,350	Non-residential Buildings	3,493	8,060,320	2,197	5,065,075
Total.....	2,596	\$18,467,228	931	\$9,240,903	Total	5,202	\$11,013,099	2,507	\$ 6,648,662
Other non-housekeeping.....			-1	-18,000	Installations				
Non-Residential					Grand Total	8,089	\$42,251,771	2,512	\$25,471,741
Amusements & Clubs	4	475,000	3	473,000	Demolitions Building	35		-6	
Churches.....	6	96,600	-1	44,485	Number of Family Accommodations.....	76		8	
Factories.....	42	958,693	23	407,359					
Public Garages.....	5	85,893	1	-59,857					
Private Garages.....	22	25,075	3	13,780					
Gas Service Stations.....	20	168,853	16	161,003					
Institutions & Hospitals.....	10	1,964,060	8	1,694,560					
Office Buildings.....	6	211,800	-2	-135,640					
Public Buildings.....									
Public Works.....	5	231,000	5	231,000					
Schools (Public & Private)	4	181,200	4	181,200					
Sheds, Stables, Barns.....	37	70,805	4	-86,145					
Stores & Warehouses.....	129	6,802,465	75	5,546,715					
All Other.....	1	1,500,000	1	1,500,000					
Total	291	\$12,771,444	140	\$9,882,490					

*Not reported separately in 1946.

RESEARCH DEPARTMENT
SAN FRANCISCO CHAMBER OF COMMERCE

Revival of Shipbuilding Program Urged by San Francisco Chamber

Reported serious national shortage of ships and widespread idleness of the country's shipyards today brought a recommendation from the San Francisco Chamber of Commerce for the U. S. Maritime Commission to undertake an immediate shipbuilding program.

The Chamber's recommendation will be placed before President Truman's Advisory Committee on the Merchant Marine which is now making an investigation of the nation's merchant vessel requirements.

Pointing out that the Maritime Commission virtually ceased to be a construction agency when the war ended, Carl J. Eastman, president of the Chamber, said that contracts were cancelled on all but a few vessels under construction.

"With the completion of the liners *President Cleveland* and *President Wilson* at Bethlehem's Alameda yard in a few months, all construction of new vessels in the Bay Area will be completed," said Eastman. "No more contracts are in sight."

Eastman declared: "From a national security standpoint, it is not only necessary to construct these vessels as speedily as possible, but to maintain the nation's shipyard facilities and personnel at high standards."

California Exhibit Held In New Jersey

As a joint tribute to California's Centennial anniversary and New Jersey retailers, officials of the New Jersey State Chamber of Commerce and New Jersey Historical Society co-operated in sponsoring an exhibit and fashion show featuring California creations this week.

Held in the Hotel Essex House in Newark, the event was followed by a dinner at which Governor Alfred E. Driscoll of New Jersey exchanged greetings with Governor Earl Warren, who spoke by wire and radio from California.

An official recognition of the important position held by the state's retailers, the event also dramatized New Jersey's leading role in early California history.

"Money at Work" Film Available

"Money at Work" is the revealing title of a 17-minute sound motion picture now available for showings at business men's organizations, service clubs, educational, fraternal and community groups generally throughout northern California.

Produced by The March of Time for the New York Stock Exchange, this 16-mm. film dramatically shows how mass investment has built the nation's industry, produced goods, made jobs, created wealth. From factory and field the film takes the spectator onto the floor of the New York Exchange to watch orders executed.

To arrange for a showing, write Association of Stock Exchange Firms, care of Norman D'Evelyn, 405 Montgomery Street, San Francisco 4.

Film on San Francisco Opens at Golden Gate Theater

"San Francisco—Gateway to the Pacific," a special documentary film on the city of San Francisco, opened last week at the Golden Gate Theater.

The picture was filmed several months ago by RKO-Pathé Pictures as another in that company's "This Is America" series.

Written and produced by RKO in co-operation with the San Francisco Chamber of Commerce, the title, "Gateway to the Pacific" was taken from the official seal of the Chamber.

Scheduled to run for another week at the Golden Gate Theater, as part of the regular feature bill, the picture tells a dramatic story of San Francisco's colorful history and background, and pictures many familiar San Francisco and Bay Area scenes.

S. F. Chamber Issues New Industrial Folder

"The San Francisco Bay Region as a Factory Location—A Progress Report and Welcome to The Western Metals Congress" is the subject of a new folder in three colors published recently by the San Francisco Chamber of Commerce in behalf of its Industrial Department activities.

The folder, which is built around an aerial perspective map of the Bay Area, was distributed last week at the Western Metals Congress and Exposition in Oakland through the cooperation of the Pacific Gas and Electric Company.

The folder emphasizes that "the San Francisco Bay Region is the best location for many factories to make things better for more people at less cost," outlines "factory attractions" and then provides statistical details concerning "development results" experienced in San Francisco, the Bay Area and Northern California since 1944.

"Welcome to Industry" by Carl J. Eastman, President of the San Francisco Chamber, says "San Francisco and the Bay Region are experiencing diversified growth—industrially and otherwise—at an unprecedented rate. Such development contributes importantly to the present and future welfare of the area and the state and the nation. It is welcomed."

DATA NEEDED ON PIONEER S. F. FIRMS

The San Francisco Chamber of Commerce is assembling information on pioneer firms in San Francisco established prior to 1900. If your firm was established prior to this date, will you please fill out the form below and return it to us promptly?

Any member interested in receiving a list of these pioneer firms when assembled, please indicate in place provided.

RECORD OF PIONEER ESTABLISHMENTS IN SAN FRANCISCO (Member interested in list, check here ...)

Present Firm Name			
Name of Person in Charge	Title		
Address			
Kind of Business			
Year of Origin in San Francisco			
If present firm name is different than when first established in San Francisco, please list chronological changes:			
Date	Name	Address	Kind of Business
1.			
2.			
3.			
Any other pertinent information on historical significance of your Firm will be welcome.			
Information supplied by			Title



Bay Region Business

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CHAMBER MEMBERSHIP AT RECORD HIGH



High individual winners in the San Francisco Chamber of Commerce membership campaign. Reading left to right: Newell Dodge, Royal Blueprint Company, 1st prize; Don Montague, Montague & Harris, 3rd prize; and Milton Jellins, Bank of America, 2nd prize.

A total of 511 new members joined the San Francisco Chamber of Commerce during the Chamber's membership drive last week, according to an announcement by G. J. Ticoulat, general chairman of the drive.

• A total of 487 new members was secured during the campaign and the additional 24 memberships came in as *Bay Region Business* went to press.

"This puts the membership of the Chamber of Commerce at a record high of 6,462 members, a gain of 404 over 1946," Ticoulat said.

High team, with 104 new memberships, was led by Leo P. Blank, Stecher-Traung Lithograph Company.

• Individual high point men were: Newell Dodge, Royal Blueprint Company, 52 new members; Milton Jellins, Bank of America, 43 new members; and Don Montague, Montague-Harris, 21 new members.

The week-long campaign was highlighted by a noon report luncheon each day, at which time the ten competing teams reported their progress. The concluding luncheon featured a brief show headed by Joaquin Garay. At its conclusion Garay was presented with an honorary ambassador's card by Chamber President Carl J. Eastman.

Commenting on the drive, Eastman said, "We are pleased that the 6,462 figure has met all our expectations. And, although the concerted drive has ended, we feel certain that additional memberships will come in within the next few weeks to further increase our total. With the support derived from this campaign the San Francisco Chamber of Commerce is now in a position to take the lead in fulfilling our campaign slogan, 'Build San Francisco and Grow With Your City.'"

Eleven Winners Given Individual Prizes

Individual award winners in the San Francisco Chamber of Commerce membership campaign were Newell Dodge, Royal Blueprint Company, first, who won two round-trip tickets to Los Angeles, courtesy of Southwest Airways; one week's stay at hotel of choice; one week's meals; one week's use of automobile, courtesy of Benjamin Swig; and one year's supply of dental and shaving cream, courtesy of E. R. Squibb & Sons;

• Milton Jellins, second, Bank of America, who was presented with a Gruen watch, courtesy of Granat Brothers, and Don Montague, third, Montague & Harris, who received an electric Toastmaster, courtesy of Frank Bodine, Westinghouse Corporation; one case of beer, courtesy of Acme Breweries; and a pair of swim trunks, courtesy of Gantner & Mattern Company.

Prizes were also awarded to the next eight winners as follows: an electric Steam Iron to E. W. Genberg, American Trust Company; a ham and five-pound fruit cake to Irving Manning, Anglo California National Bank, and Ernest Retherford, Union Company (tie); one gallon of Pabst Paint to Wallace Moore, J. A. Folger Company,

(Continued on page 4)



Winning team in the San Francisco Chamber of Commerce membership campaign was headed by Leo P. Blank, Stecher-Traung Lithograph Company, whose team brought in 104 memberships

4,141 Commercial Building Projects Approved During Year

Approval was given to 4,141 non-residential projects in the Northern California area during the period from March 26, 1946, through March 27, 1947, according to Gilbert H. Kneiss, District Manager of Civilian Production Administration.

• These projects involved estimated construction costs of \$122,087,783.

In the same period 2,510 applications with an estimated building cost of \$74,552,154 were denied as non-essential or deferrable.

For the week ended March 27, approval was given to 90 applicants for an estimated construction cost of \$2,083,992 and denial to 61 involving \$966,463.

Largest among approvals were for completion of the W. P. Fuller & Co. paint factory addition at South San Francisco cost \$350,000; Jackson Furniture Co. for building rehabilitation costing \$415,000; St. Thomas parochial school, \$175,000; Anderson public school, \$97,000; Western Paper Box Co. for cardboard container plant in Oakland, \$65,000; Capital Company, branch bank building, San Francisco, \$97,000; General Mills Company, alteration of San Francisco building, \$76,973.

Stricter Drunk Driving Law Urged

Approval of a proposed tighter State law for drunken drivers was voiced today by Henry E. North, chairman of the Traffic and Highway Committee, San Francisco Chamber of Commerce.

• The proposal, which calls for longer suspension of licenses for drunken driving, was recommended by the Assembly's Transportation Committee.

Calling for enactment of punitive measures against drunken drivers, North declared, "Drunken driving is one of the major causes of the high traffic toll in this state. Only by taking stringent preventive steps against this senseless waste of human life can we hope to cut down the number of traffic fatalities."

"Tightening of the state laws governing the suspension of licenses for drunken drivers will help a great deal toward curbing these potential murderers," North declared.

Under terms of the proposed bill, which was originally submitted by Assemblyman M. J. Burns, the mandatory period for suspension of a license would be increased from 30 days to 90. For additional offenses, the mandatory suspension would last one year instead of 90 days.

Arthur Towne Heads National Paper Trade Association

Election of Arthur W. Towne of San Francisco as president of the National Paper Trade Association was announced at the conclusion of the association's recent annual convention in New York.

This has been one of the few times that a westerner has been elected head of the association.

Towne, who is vice president and manager of Blake, Moffitt & Towne, has been active in the affairs of NPTA for a number of years, having served as vice president in charge of the Fine Paper Division. During the war he was a member of the industry committees operating under governmental controls.

Chamber Wages Campaign Against S. F. Tax Exemption

Action to get tax exempt Federal and State property in San Francisco back on the tax rolls was sped this week by the San Francisco Chamber of Commerce locally, nationally, and in Washington.

National Federation of Sales Executives to Convene June 2-4

With its theme "Sales Management in Action," the National Federation of Sales Executives will hold its 12th annual conference in Los Angeles, June 2, 3 and 4.

• Among the speakers who are scheduled for the conference are William E. Holler, former General Sales Manager of Chevrolet Motor Division; Don Francisco, vice president and director of J. Walter Thompson Co.; Burton Bigelow, head of Burton Bigelow Organization, management consultants; Arthur H. Motley, president of Parade Publications, Inc.; Leo Cherne, executive secretary, Research Institute of America; Joseph H. Kasper, president, Associated Merchandising Corporation; and Neil Petree, president, Barker Brothers.

To make reservations, write Hugh Bamberger, Registration Chairman, Southern California Associated Newspapers, 510 South Spring Street, Los Angeles 13.

S. F. Rate Hearing Probable

A freight rate hearing may be held soon in San Francisco, it was learned today by the San Francisco Chamber of Commerce.

• J. Haden Alldredge, commissioner, Interstate Commerce Commission, states in a letter to Walter A. Rohde, manager of the Chamber's Transportation Department, "It appears quite probable that a hearing will be held in San Francisco, and your request for about two days' time will be duly noted."

Alldredge's statement was in reply to a request from Rohde for a San Francisco hearing on transcontinental rail rates, intercoastal water rates, and joint water-rail rates. Rohde had asked for a two-day hearing.

Initial hearing on freight rates will be held in Washington, D.C. on April 22.

S. F. Public Schools Week Opens April 27

April 27-May 3 is San Francisco Public Schools Week, according to an announcement by George D. Gavin, general chairman.

• Purpose of Public Schools Week is to demonstrate to parents the various educational processes of student training and to invite their suggestions and cooperation in the education of their children.

Parents of students are urged to visit the public schools during that week.

• At the same time the Chamber stressed the tremendous value to the community of the Federal agencies and the advantages in payrolls and prestige derived from their presence here. But the Chamber feels taxes ought to be paid by the State and Federal governments on land and buildings in the city.

Congressmen Frank R. Havenner and Richard J. Welch, and Senators William Knowland and Sheridan Downey are being contacted in Washington by Frank McKee, manager of the Washington Office of the Chamber, to urge that they press for legislation which would be necessary to have federal properties placed on the tax rolls.

Through its Sacramento department, headed by Alex von Hafften, the Chamber is seeking similar action in the state capital.

• Simultaneously, the Chamber is getting in touch with all other major chambers of commerce in the nation, urging them to join in a move to ask that the federal government pay taxes on its real property.

"This is a national problem," declared Carl J. Eastman, president of the San Francisco Chamber of Commerce. "It is one which every city faces in more or less degree, and which should, therefore, enlist their support to get it solved."

G. Lewis Fox, manager of the Chamber's Industrial Department, pointed out the problem which is great in San Francisco because of the unusually large number of federal agencies in the area. A spot check by Research Institute of America, which Fox disclosed that there are at present about 152 federal agencies offices in the city. The government is estimated to own over ninety million dollars worth of land and buildings in the city.

• Presence of this large number of agencies is explained by the fact that this city is the headquarters of the West. Fox said, "It is the best place from which to administer all western regional enterprises."

"We welcome the presence of these agencies in the area," observed Chamber President Eastman. "These agencies pour millions of dollars in payrolls into the city's economy, and the contribution of the government projects to this city is of immeasurable value."

"Despite the fact, however, these government agencies enjoy the community's facilities which are badly overstrained. Children of government officials attend the city's schools and use its parks and playgrounds. The benefits of the city's government, fire, police, and sanitary services are provided these agencies. All this costs money, and the government should pay its share as represented by the value of its real property," Eastman concluded.

• Eastman declared that many of the government officials themselves are keenly aware of the problem and the injustice of the situation.

"But they are, of course, powerless themselves to act. It is a problem which can only be solved through legislative congressional action; and that should be the focus of all our efforts."

Eastman had warm praise for the Real Estate Association of San Francisco and the public service leadership of the city's newspapers which together launched a public movement to get tax exempt properties back on the tax rolls.

He pointed out that the Chamber has traditionally opposed tax exemptions. In an action of its Board of Directors, August 20, 1946, the Chamber declared:

• "The Chamber is opposed to the general principle of exemption of property from taxation. To the extent that tax exempt properties require the services of local government, a correspondingly greater burden is placed upon the remaining real estate. As exemptions increase, the property tax burden of that segment of the population owning taxable real estate. Assuming that owners of property enjoying tax exemption are morally bound to it, it is urged that to place the burden of the exemption upon the owners of the remaining property."

Eastman called attention to a resolution of the National Association of Assessor Officers which recommends provision for taxation of federally owned properties by Congress.

Chamber Trade Group Plans Trip to Boise, Salt Lake City, Denver

Denver, Salt Lake City and Boise will be visited by a special trade group comprising San Francisco businessmen during the week of April 27, it has been announced by Frank K. Runyan, Chamber director and chairman of the Chamber's special Domestic Trade Committee sponsoring the trip.

• The trip is being planned as a follow-up to a similar trip nearly two years ago which met with enthusiastic reception by business leaders in the communities visited, Runyan said.

The program which has been developed for this year's trip includes inspection of the Geneva Steel Mill near Provo, Utah, industries in the Denver area and agricultural and reclamation projects in the vicinity of Boise.

One or more meetings will be held with chamber of commerce groups in each of the cities. With two days' stay allotted for each city, ample time has been set aside for business calls.

The entire trip will be made by plane, leaving San Francisco April 27 and returning May 3.

Members interested in participating should contact Carroll Snyder at EXbrook 4311.

Second World Trade Institute Opens May 8

The Second Bay Area Institute of World Trade will be held May 8-9 at the University of California Extension Center, 540 Powell Street, San Francisco, according to an announcement by Institute Chairman Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce.

• Sponsors are the San Francisco Bay Area World Trade Promotion Committee, comprising a dozen chambers of commerce and other trade organizations, School of Business Administration, Department of Economics, and Department of Institutes, University Extension of the University of California.

To help West Coast business firms become aware of world trade opportunities and the procedures for capitalizing upon those opportunities, the theme of the Institute will be "California's World Trade Outlook."

Four topics will be considered by Institute speakers: California's Stake in World Trade; International Trade Cooperation and the West; Trade with the Pacific Area; and Trade with Latin America and Europe. Businessmen wishing to participate in the Institute should contact the University of California Extension Division in Berkeley or San Francisco.

Stanford Offers Service to Employers

Of interest to employers is the type of assistance now being offered by the Stanford University Appointment Service, according to the San Francisco Chamber's Industrial Department.

• The Service, which headquarters at the University, is organized to assist employers in locating trained personnel and draws upon its files of the University's students and experienced alumni for candidates. Selective referral, confidential records on applicants, and interviewing schedules at the University are important aspects of the Service.

MAIDEN LANE DAFFODILS



Dozens of daffodils filled the main floor of the San Francisco Chamber of Commerce during the celebration of "Spring Comes to Maiden Lane" last week. The flowers were presented to the Chamber through the courtesy of the Maiden Lane Association.

C of C Board to Meet at Arcata Landing Base

The San Francisco Chamber of Commerce Board of Directors will hold their regular board meeting at the Landing Aids Experiment Station at Arcata, California, Thursday, April 24.

• Accompanied by Mayor Roger D. Lahman and other guests, including members of the press, the group will leave aboard a Transocean Air Lines plane Thursday morning.

Upon arrival in Arcata, the group will be guests at luncheon at the Starion, following which they will tour the Station. That night they will witness a demonstration of various landing aids.

Aviation Brochure Available

A brochure illustrating the promotional activities carried on by San Francisco aviation groups has just been published by the Aviation Department of the San Francisco Chamber of Commerce.

• Also described in the brochure are the functions and services of the Chamber's Aviation Department, which was created in 1944.

Copies of the pamphlet may be obtained in the Chamber's Aviation Department.

Drive for World Trade Center Legislation Launched

Acting to counteract a campaign of misunderstanding concerning the proposed World Trade Center, the San Francisco Chamber of Commerce has announced its support of pending state legislation which would create a Center Authority similar in effect to that which was empowered to create the Bay Bridge.

• An aggressive campaign to secure passage of this legislation will be spearheaded by the Chamber which, in 1944, helped to found a non-profit corporation to plan for development of such a Center.

Revealing that there is a misunderstanding prevalent among numerous organizations in California regarding the financing and taxation of this project, Leland W. Cutler, president of the World Trade Center, said: "No state funds are being sought at present for the World Trade Center. It will be an entirely self-liquidating project of free private enterprise."

Cutler also pointed out that creation of the Center will not deprive the city of tax revenue, because it is planned to make provision for an in-lieu tax to replace city losses resulting from property transferred to the state. The in-lieu tax method is presently in use by several government projects and is a recognized way of handling the problem.

Need for the World Trade Center was stressed by Chamber President Carl J. Eastman, who declared: "Accomplishment of this project will maintain the leadership of the West Coast in world trade and shipping."

FLASHCAST



Flashcast, San Francisco's first traveling electric news sign, is shown after it was installed on the Bank of America building at Powell and Market Streets. A public service of the San Francisco Call-Bulletin, Flashcast will flash the latest news of the world continuously from 11 a.m. to 11 p.m. daily, except Sunday.

Philippine Consular Invoice Requirements Resumed

Consular invoice requirements on all shipments to the Philippines will be resumed April 22, 1947, according to word received this week from the Philippine Consulate General in San Francisco.

● The World Trade Department of the San Francisco Chamber of Commerce has been advised that forms for consular invoices and certificates of origin are under preparation and are expected to be available by the April 22 date.

The forms will be sent to chambers of commerce at port cities.

Under the new regulations, certificates of origin should accompany the consular invoice. Invoices will be issued only by the Philippine consulates, but origin certificates may be executed before either a consular officer or any notary public.

Philippine consulate offices are located at 24 California Street in San Francisco.

Electronics Group Meets at Mare Island

With a view to establishing closer relationships between the Bay Region electronics industry and electronics activities of the Navy, members of the Chamber's Electronics Section visited Mare Island on April 11 as guests of Captain Alvin L. Becker, Electronics Officer, U.S.N.

● A luncheon at the Officers Club was followed by a complete tour of the electronic shops and facilities and a round table discussion of procurement, surplus disposal and other questions.

Colonel H. H. Dillard, who is in charge of the disposal of electronic devices on the Pacific Coast for the War Assets Administration, participated in the day's activities and discussed plans and procedures which are being followed in his field of activity.

Represented on the trip were: Westinghouse Electric Corporation, Kaar Engineering, Etzel-McCullough, Sixth Army Headquarters, University of California, Baker & Co., General Electric, Precision Manufacturing Company, and the San Francisco Chamber's Industrial Department.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbrook 4511, Ext. 18. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

VISITORS

6826 BOLIVIA—Habe Ismami, Ynacocha (Restaurant Bristol Bldg.), La Paz, wants a complete line of hardware, cosmetics, novelties, costume jewelry, radios, phonographs, toys, stationery, textiles, etc. Call Wm. Penn Hotel, Graystone 1661 until April 20th. Consider representing American firms only.

6827 ENGLAND—J. C. Neil Cordon, managing director, Reynolds & Co. (Tarpaulins) Ltd., 19 Old Hall Street, Liverpool, wants hides, lined oil, luggage fitting accessories, offers luggage and leather sporting goods. Write to England.

6828 ENGLAND—Arthur T. Borges, representing Artub Exporters, Ltd., No. 7 Railway Approach, London, W. 2, wants hardware, Diesel and gasoline engines, California pottery and china; light machine and hand tools; kitchen utensils; hurricane oil lamps and candles. Offers Czechoslovakian glassware and handkerchiefs.

6829 PUERTO RICO—P. M. Velez, No. 331 Ramon Power St., P.O. Box 2575, San Juan, wants contact with manufacturers of building and construction materials; steel, brass and copper tubing; corrugated and plain steel sheets; sewer cast iron tubing, glassware, plumbing supplies and lumber.

ELEVEN WINNERS

(Continued from page 1)

and John Vollmar, Crown Zellerbach Company; \$10.00 Standard Oil gas bottles to U. R. Kendree and Joe Young, Union Oil Company; a \$5.00 merchandise order to A. S. Holmeister, Western Movie Supply; and a \$10.00 down-payment on a new Ford to Len Holland, Shell Oil Company.

Timekeeper of the winning was D. F. Street, who won a western plaid shirt.

Action on Kaiser Rate Reduction Request Held Up

Kaiser Company has requested numerous reductions on raw materials and finished steel to and from its mill at Fontana, all based on the Geneva adjustment, according to Walter A. Rohde, manager of the Chamber's Transportation Department.

● Rohde attended a meeting last Friday in Kaiser's offices at which the railroads serving the Fontana plant took the position that nothing could be done about the requested adjustments until the Commission finally decides the Geneva case and other cases now before it involving steel rates.

Although the time and place of the I. C. C. hearing on the Geneva rates have not yet been announced, it is expected that such a hearing will be held in the very near future.



Bay Region Business

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Chamber Demands Highway Action

FILLMORE PROBLEMS DISCUSSED



Pictured above are Tom A. Dinucci, president, Upper Fillmore Merchants Association; Carl J. Eastman, president of the San Francisco Chamber of Commerce; and Horace Cardinal, president of the Fillmore Merchants Association. Occasion was joint Chamber-District Merchants luncheon last week.

Immediate action on a statewide highway development program was called for this week in a statement by the Board of Directors of the San Francisco Chamber of Commerce.

● That the user should pay the cost of such a program was the principle declared in its action.

"This session of the legislature should not end without some action on this most vital question of highway developments," commented Traffic and Highway Committee Chairman Henry E. North. "What method of financing may be used is something to be worked out; but certainly the user should pay."

He observed that "we want a highway program laid out and put into operation, and we want it immediately."

● General Manager Louis B. Lundborg was instructed by the Board to consult with other California organizations, including both chambers of commerce and other groups. Lundborg announced he would consult immediately with leaders of these organizations to work out a campaign.

"Everyone agrees upon the need for more and better highways; so it becomes urgent for all agencies concerned to get together in an appeal to the legislature for action," concluded Chamber President Carl J. Eastman.

Decision on Rail Span Study Hailed

Decision to make a joint Army-Navy Board study of bringing main-line railroads into San Francisco was hailed by Carl J. Eastman, president of the San Francisco Chamber of Commerce, as "a major step in furthering the progress of the Second Bay Crossing."

● Eastman said: "We are delighted that the War and Navy Departments have seen fit to make such a study. As one of its early advocates, we have always believed that a study which included rail facilities was necessary in the public interest."

"We are delighted that the Army and Navy are taking this action in accordance with the public's wishes and the Chamber's recommendation."

Eastman pointed out that the Chamber's proposal for a rail study was made in its special report to the joint Army-Navy Board which conducted a hearing on a Second Bay Crossing last August. The Chamber continued to appeal for a rail crossing study, he said, when the Board failed to include such a recommendation in its final report.

Lundborg Attending National Meetings

Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, leaves this week for Washington, D. C. to attend the annual meeting of the United States Chamber of Commerce, April 28-30, and other sessions which will be held at that time.

● One of the sessions will be a meeting in which Lundborg, together with chamber executives from other port cities, will participate, devoted to the problem of building up the merchant marine and maintaining a backlog of shipbuilding to keep shipyard facilities strong.

Lundborg will also preside at a meeting of members of the NACOS publications contest committee of which he is chairman. Details of the contest, which is aimed at raising the standards nationally of chamber publications, will be announced at a later date.

While in Washington Lundborg will also act as co-host with other chamber executives at a dinner honoring the California Congressional delegation.

Chamber Officials Meet With Fillmore Merchants

Fillmore district problems were discussed at the joint luncheon meeting of representatives of the San Francisco Chamber of Commerce, Retail Merchants Association, and the Fillmore and Upper Fillmore Merchants Associations, Wednesday, April 16.

● Carl J. Eastman, Chamber president, and Henry E. North, chairman of the Chamber's Traffic and Highway Committee, were the principal speakers. North explained current plans for improvement of the traffic problems in the two districts.

Horace Cardinal, president, Fillmore Merchants Association, Thomas J. Lenahan, president, Retail Merchants Association of the Chamber, and Tom A. Dinucci, president, Upper Fillmore Merchants, also addressed the group.

Coast Wholesale Sales Up 27 Per Cent

Wholesale dollar sales of Pacific Coast merchants are up 27% over last year, compared to a 24% increase in the nation, according to a report released today by the Research Department of the San Francisco Chamber of Commerce.

• **The increase** is figured on a comparison of wholesale sales from February 1946 to February 1947.

The Chamber's analysis revealed the rise in the general wholesale price level in the nation amounted to 35% during the same period, based on the U. S. Department of Labor Wholesale Commodity Index. Thus the actual volume of sales in the nation during February would be nearly a third less than in February 1946.

Sales in the Mountain Region were up 31%; the East North Central Region 30%; and the New England Region 25%. Middle Atlantic Coast sales were up 16%; West North Central 23%; South Atlantic 29%; East South Central 29%; and West South Central 22%.

PACIFIC COAST WHOLESALERS' SALES AND INVENTORIES FEBRUARY 1947

Kind of Business	PER CENT CHANGE			
	2, 47 from 2, 46		2, 47 from 1, 47	
	Sales	Inventories	Sales	Inventories
Automotive Supplies	23	49	6	-1
Clothing and Furnishings, except Shoes	33	(b)	57	(b)
Shoes and Other Footwear	21	245	0	4
Drugs and Sundries (Liquor excluded)	8	45	-8	6
Dry Goods	39	(b)	19	(b)
Electrical Goods	121	170	16	8
Fresh Fruits and Vegetables	14	(b)	6	(b)
Furniture and House Furnishings	33	118	10	6
Groceries	4	48	1	5
Beer	32	91	7	1
General Hardware	44	61	6	6
Plumbing and Heating Supplies	106	(b)	-12	(b)
Jewelry	11	67	29	2
Lumber and Building Materials	96	252	5	8
Machinery, Equipment and Supplies, except Electric	57	52	9	4
Tobacco Products	-3	30	-16	-2
Leather and Shoe Findings	7	(b)	-2	(b)

(b)—Insufficient data to show separately.

Independent Retail Store Sales

February sales of independent retail stores in San Francisco were up 11% over last February, with the first two months of 1947 up 12%, according to a report released today by the San Francisco Chamber of Commerce.

• **The report**, which was made by the Chamber's Research Department, was based on findings by the Bureau of the Census.

Sales in Oakland for the same period were up 18% and 20% respectively; in Berkeley 19% and 29%; in Palo Alto 48% and 34%; in San Jose 21% and 26%; and California as a whole 26% and 25%.

The trend of sales by kinds of stores is shown in the accompanying table:

SALES OF INDEPENDENT STORES IN SAN FRANCISCO

Kind of Business	PER CENT CHANGE			
	Feb. 1947 from Feb. 1946	Feb. 1947 Jan. 1947	2 Mos. 1947 from 2 Mos. 1946	
All Kinds of Business	11	7	12	
Apparel Group	5	13	7	
Automotive Group	76	-7	57	
Department Stores	5	6	10	
Drug Stores	12	5	14	
Dry Goods and General Merchandise	2	1	6	
Eating and Drinking Places	6	8	6	
Florists	-8	9	-8	
Food Group	11	16	9	
Furniture, Household, Radio Group	37	6	23	
Jewelry Stores	28	-12	-22	
Lumber, Building, Hardware Group	26	7	20	
Miscellaneous	27	3	22	

WASHINGTON OFFICE

...Service from the Nation's Capital



FRANK MCKEE
Manager
Washington Office

A direct and necessary link between San Francisco business and the national capital is the Washington Office of the San Francisco Chamber of Commerce.

Since its opening three years ago the service has proved its value many times to the business men it represents three thousand miles away.

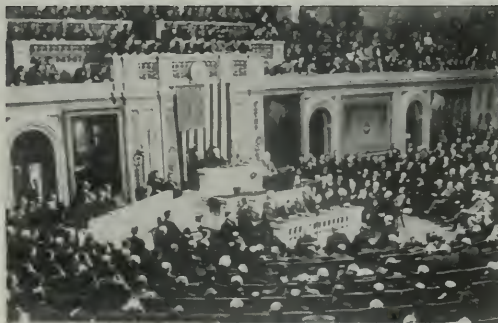
SERVICES

- **Expedite** handling of applications, permits, etc., through Federal bureaus and agencies.
- **Cover** and report on hearings of committees, commissions and other agencies.
- **Collect** and forward information, bulletins, published reports, statistics, etc., from Washington agencies.
- **Arrange** appointments, introductions, schedules and related details for Washington visitors.
- **Provide** office facilities for San Franciscans during their Washington trips.
- **Work** with California Senators and Congressmen on matters affecting Northern California.
- **Do liaison** with national firms and trade associations.
- **Deal** with foreign missions in Washington.
- **Handle** Washington press relations.
- **Provide** a general information service on San Francisco.

Since many business operations fall almost directly within the sphere of governmental affairs, there is a real need for actual representation in Washington to furnish information and to work on problems affecting business.

Liaison between the business man in San Francisco and the departments and agencies of government in Washington are of the utmost importance in an economy geared to free enterprise and full production.

LEGISLATIVE ACTION



Continued Operation of Marine Corps S F Supply Depots Sought

Continued operation of the United States Marine Corps Depot of Supplies in San Francisco was sought today by the San Francisco Chamber of Commerce.

● The Chamber's action followed attempts by former owners of property occupied by the Marine Corps to halt condemnation proceedings in behalf of the government.

Stressing the value of Marine Corps activities to San Francisco, Chamber President Carl J. Eastman said, "Because of San Francisco's strategic location on the Pacific Coast and in reference to the Pacific Basin, it has become a supply base of worldwide significance. In turn, the economy of this entire region benefits from Marine Corps payrolls and local expenditures through its depots at Harrison Street and Islais Creek."

Citing up-to-date figures, Eastman said that the San Francisco Supply Depot had 1,258 civilians on its payrolls, as of March 16.

● "As of March 28, the Depot engaged 43 commissioned officers, 33 warrant officers and 484 enlisted personnel, including a few men assigned to a warehouse unit and depot at Sealte.

"During nine months of the current fiscal year over \$13,000,000 was disbursed at San Francisco. Approximately \$4,800,000 covered public vouchers for services other than payrolls and materials; \$5,300,000 for military payrolls; and \$2,900,000 for Depot civilian payrolls.

"The local post exchange spent over \$208,000 for supplies while the Depot cafeteria disbursed \$75,000 for supplies and had a payroll which averaged over \$4,300 a month.

● "Facilities in the Islais Creek District include one of the most modern box factories in the country and manufacturing and maintenance plants essential to photographic, communications and other activities. San Francisco stocks of the Marine Corps at San Francisco exceed \$128,000,000 and it is expected that the properties in the Islais Creek District will be gradually improved.

"To date, in addition to placing over 200,000 yards of fill on the Islais Creek property, the Marine Corps has expended approximately \$3,000,000 for building and other improvements, all contributing to the volume of San Francisco trade.

"Because of the importance of San Francisco to Marine Corps operations and Pacific Ocean area plans, it is expected that another \$3,000,000 will ultimately be expended on the San Francisco Depot," Eastman concluded. "The entire operation is exceedingly important to the welfare of this area and contributes importantly to the nation's defense."

Census Bureau Conducting Survey of Metropolitan Region

A survey of population, employment, unemployment and housing is currently being conducted by the Bureau of the Census in the entire Bay Area, according to Robert J. Milliken, Acting District Supervisor, Field Office, Department of Commerce, Bureau of the Census.

One of 35 similar metropolitan area surveys that are being conducted simultaneously throughout the country, the survey will provide current and accurate information for the use of business, civic, labor and consumer groups in the community.

Said Milliken, "The Census Bureau plans to publish a separate report presenting the statistics gathered for the San Francisco metropolitan district . . ."

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin," issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbrook 4511, Ext. 18. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

EXPORTERS

6830 ARGENTINA—Enrique Lowy & Cia., Bariloche Mitre 1899, Buenos Aires, wants all kinds of cotton goods, voiles, organdy, pajama checks, piques and yarns.

6831 ARGENTINA—Sarkis Sernanoukian, calle Boedo 1959, Buenos Aires, wants construction and building materials, trucks, tractors, motors, sheeting, tubing, office machines but especially typewriters and adding machines, industrial machinery in general but especially for shoe making, textiles, household appliances, chemicals and drugs.

6832 ARGENTINA—Raul M. Peirano, calle Diag. 80 No. 898, La Plata, Prov. Buenos Aires, wants frontal local meters (frontoconómetros); set of eyeglass planks; lenses in various styles and qualities.

6833 AUSTRALIA—H. Bleakley & Co. Pty. Ltd., G.P.O. Box 1834, Sydney, N.S.W., wants crude botanical drugs, especially cascara sagrada bark.

6834 AUSTRALIA—Hurley Agencies, 74 Pitt St., Sydney, want complete hardware lines, small tools, machines, general factory equipment and household appliances. Interested in representing American firms.

6835 BELGIUM—J. Asens, 61 Avenue Zinkhoeve, Wilrijk (Antwerp), wants to contact manufacturers of chewing gum; and wholesale firms dealing with dried or dehydrated pears, apples, apricots, etc.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6614—BEN KING, 3165 Decatur Avenue, New York 67, New York, are manufacturers of hand painted religious statues and are looking for a representative in San Francisco for their line.

D-6615—SIMPLEX MANUFACTURING COMPANY, McQueney, Texas, seeking a distributor for their insecticide dusting machines. Used for poisoning insects on vegetables, fruits, cotton and various types of trees. Hoes of motor drawn.

D-6616—PRECISION SPINNING COMPANY, 109 Main Street, Seattle 4, Washington, looking for a sales representative for their complete line of metal spinnings, tube swaging and flaring and light manufacturing. Would cover Northern California and Western Nevada.

D-6617—CAVALIER SALES REPRESENTATIVES, 321 Broadway, Suite 512a, New York 7, New York, looking for a Resident Buyer to handle their lines of men's and boys' cotton pajamas, wool sweaters, sportswear and ladies' sportswear and knitwear. Also a distributor for their chain driven tricycle. All items billed direct from the manufacturer.

D-6618—L. J. CZAJKA, Fall Brook, California, seeking a sales representative in San Francisco for their speed and carbide cutting tool.

D-6619—ROBTO-SHEAR COMPANY, LTD., 4503 Travis Street, Dallas 4, Texas, desire a distributor in San Francisco for their mail opener. Prefer someone with direct selling organization and personal demonstrations.

D-6620—UNITED APPLIANCE WHOLESALE, 1104 1/2 West Second Street, Grand Island, Nebraska, interested in representing local manufacturers of appliances and housewares in the Nebraska area.

D-6621—CALIND PRODUCTS, 1038 Avalon Boulevard, Wilmington, California, would like to represent local manufacturers of leather, electrical, wood, metal, plastic, paper, rubber, ceramic, toys, gift items, advertising and printing items.

D-6622—UNIVERSAL GEAR CORPORATION, 19th and Marinade Avenue, Indianapolis 7, Indiana, seeking a sales concern already established and experienced in machinery sales, preferably one which employs a number of sales engineers who continuously cover the territory. Have three types of units: 1—A line of speed reducers and increasers with or without motors. 2—Heavy gearing as required for all types of mill drives, etc., gears up to 10 feet in diameter. 3—A new line of all motor units which permit ready changing of ratio of the units.

D-6623—HENRY-OLIVER COMPANY, 714 W. Olympic Boulevard, Los Angeles 15, California, would like to represent local manufacturers of automotive equipment, accessories, parts, specialties, industrial or hardware lines in Southern California.

D-6624—PAUL D. M. P. O. Box 1448, Portland 2, Oregon, interested in representing local manufacturers in the Portland area.



Bay Region Business

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NOTES from the Chamber's WASHINGTON OFFICE

• Navy Postgraduate School

The present status of the move to have Del Monte Hotel converted into a Naval Postgraduate School is as follows: The House Armed Services Committee has appointed a Special Subcommittee which is completing an investigation of all sites, Army or Navy, which might be used for a Naval Postgraduate School. The study has practically been completed and, so far, no available sites begin to measure up to the high standard of Del Monte. A Subcommittee of the Senate Armed Services Committee has reported favorably on the purchase of Del Monte. To date, neither of the parent committees has taken action, but should do so shortly.

• Statehood for Hawaii

The House Public Lands Committee, Hon. Richard J. Welch of San Francisco, Chairman, unanimously recommended Statehood for Hawaii. The subject is under debate in the House Rules Committee as this goes to press.

• Statehood for Alaska

Hearings commenced on this in the House Public Lands Committee on April 16th. Many witnesses are still to be heard. The recommendation of the Committee will be reported later.

• President's Conference on Fire Prevention

The Manager of the Washington Office of the Chamber has been invited by President Truman to represent the Chamber at the National Conference on Fire Prevention to be held in Washington May 6, 7, and 8th.

• Ship Service Stores

As a result of numerous conferences, involving the Assistant Secretary of the Navy, W. John Kenney, who is a Californian, Congressman Jack Anderson of the House Armed Services Committee, and many others, the Navy Department revoked an original Order requiring Ship Service Stores to be purchased in Brooklyn, New York, and issued a new Order which was intended to provide that Ship Service Stores would be purchased similarly to goods bought for resale by Army Post Exchanges. The new Order has not operated in the manner originally hoped for and continuing activity is necessary to rectify the present situation which works to the disadvantage of local establishments.

BOARD VISITS ARCATA



Members of the San Francisco Chamber of Commerce Board of Directors and guests are photographed as they boarded a plane for Arcata, California, where they were guests at the Landing Aids Experiment Station.

Airplane Landing Aids Demonstrated at Arcata

More than 35 San Francisco Chamber of Commerce directors, as well as official guests, press and radio representatives, witnessed a demonstration of all the most modern safety devices for landing of airplanes on a special flight to Arcata, California, Thursday, April 24.

• The party were guests of the Arcata Landing Aids Experiment Station and were entertained at lunch by the Arcata and Eureka Chambers of Commerce.

"Fido" (Fog—Intensive Dispersal of), the spectacular technique of burning away fog with great jets of atomized flame, was demonstrated to the party in the evening. During the afternoon, following a flight to Arcata in a four-motored Trans Ocean Air Lines plane, installations at the station were inspected and a demonstration made of "Ground Control Approach" techniques utilizing radar to guide planes unerringly onto the airfield runway.

Dinner at the field with officers of the station featured locally caught crab, an Arcata specialty.

Arcata, determined by meteorological survey to be the foggiest point in the United States, has been the seat of landing aid experiments since the beginning of the war. Successful operation of the landing safety devices is thus dramatically highlighted by the peculiar difficulties of this area.

San Francisco's Mayor Roger D. Lapham and Acting Chamber President George Montgomery, Vice President, Castle & Cooke, Ltd., headed the party. Robert Champion, technical director of the Arcata station, acted as host and guide.

Others in the party which visited Arcata included L. Harold Anderson, Chris J. Christensen, Vern A. Culver, Robert diGiorgio, John W. Elwood, Milton H. Esberg, Jr., Daniel E. Koshland, Thomas J. Lenehan, Carl Livingston, Henry E. North, Benjamin Swig, George C. Tenney, Ward G. Walkup, Randall Larson, Weldon E. Vance, Emerson Murfer, Belford Brown, G. W. Kleiser, Sr., Robert Brun, Thor Smith, Don W. White, Grant Holcomb, Vic Reid, Myles Smith, Roger Keeley, C. F. Tanner, Ken McDonald, and Will Williams, Jr.

UPPER MARINA LUNCHEON



Pictured above are Matthew C. Carberry, assistant treasurer, San Francisco Chamber of Commerce; Lew Cook, Chamber director; Thomas J. Lenehan, president of the Retail Merchants Association of the Chamber; and Harold C. Wurts, president, Upper Marina Merchants Association. Occasion was joint Chamber-District Merchants luncheon last week.

Chamber Industrial Developers Meet at Richmond

Ways and means of increasing production of Ford car and truck parts in the Bay Region were considered at a San Francisco Bay Region Industrial Development Conference last week.

● The meeting was held at Richmond at the invitation of Pere Woodcock, Manager, Industrial Department, Richmond Chamber of Commerce.

Representing the industrial departments of chambers of commerce in the Bay Area, the group met with L. C. Disser and Otto Stahmer of the Ford Motor Company at noon and then made a tour of the Ford Plant at Richmond.

After making a tour of industrial areas, the group held another meeting in the evening and discussed the coordination of industrial development activities. Present were: Don Follett, Oakland; G. L. Fox and L. M. Holland, San Francisco; Robert O. Irwin, Napa; Guilford Koch, San Jose; Wm. F. LaFrenz, Alameda; Kenneth Moeller, Oakland; Weldon Yace, Berkeley; Leslie Van Doren, Sacramento; Ray Williams, Salinas; H. T. Wood, Stockton; and Pere Woodcock, Richmond.

Student Driving Course Hailed Here

● Inauguration of the city's first student driving course in Lincoln High School brought praise this week from Henry E. North, chairman, Traffic and Highway Committee, San Francisco Chamber of Commerce.

● "This educational program will contribute a great deal toward making students of high-school age traffic-safety conscious," North commented. "The Parent-Teacher Association is to be congratulated for its wise step. It is my hope that this program will be extended to all the San Francisco high schools."

The courses in student driving have been inaugurated by the PTA on a four-day-a-week schedule. The classes will be under the direction of Sergeant Edward Moody of the San Francisco Police Department's Traffic Safety Bureau, with the cooperation of Lincoln High School's faculty.

Upper Marina Problems Discussed at Joint Luncheon

Discussion of the problems of the Upper Marina district featured the weekly neighborhood luncheon program in which Upper Marina merchants and San Francisco Chamber of Commerce representatives participated Wednesday, April 23.

● The luncheon was held at the Del Mar Restaurant at 3721 Buchanan Street.

Matthew C. Carberry, assistant treasurer of the Chamber, and Harold B. Mills, secretary of the Chamber's Traffic and Highway Committee, were the principal speakers. Mills explained current plans for improvement of traffic problems in the district.

Truman K. Letts, secretary to Mayor Roger D. Lapham, represented the Mayor at the luncheon meeting.

Harold C. Wurts, president of the Upper Marina Merchants Association, and Thomas J. Lenehan, president of the Retail Merchants Association of the Chamber, co-presided at the meeting.

Part of the program was recorded by Station KSFQ for broadcast, Friday, April 25, at 8:30 P. M.

Telecasting in S. F. by 1948 Foreseen by Tenney

San Francisco's initial television station should be in operation during the fall of 1947 or no later than January, 1948, according to a prediction by George C. Tenney, chairman, Electronics Section, San Francisco Chamber of Commerce.

● Tenney's announcement followed a meeting last week devoted to a review of conditions affecting prospects for telecasting and F-M broadcasting in San Francisco.

Tenney pointed out that it would be the middle of 1949, however, before a coaxial cable between Los Angeles and San Francisco would be completed for relaying television programs to San Francisco.

There are now six licensed commercial television stations in the United States. The Federal Communications Commission has issued 51 construction permits and 16 additional permit applications are pending. Of those which have construction permits, two stations are operating on a temporary basis.

● Six channels have been assigned to San Francisco for the use of television stations. Permits for three San Francisco television stations have been granted to the San Francisco Chronicle, Associated Broadcasting Company, and the American Broadcasting Company.

Financial aspects of television have created many problems which are being considered by the industry, according to Tenney.

"A modern television station's transmitting equipment will require a minimum outlay of \$150,000, while many stations and their studios will represent expenditures of from \$600,000 to \$1,250,000," Tenney said. "Operating expenses will range from \$40,000 to \$75,000 a month."

● Production of television receivers is expected to reach 2,300,000 during 1947, 1948 and 1949. Tenney said, as compared with 15,000 radio receivers produced in 1946.

● However, the magnitude of the industry is indicated by the fact that the retail value of 230,000 receivers, which is the expected production for 1947, is approximately \$90,000,000. The 1948 program alone calls for the sale of \$320,000,000 worth of receivers which exceeds the value of all radio receivers sold before the war."

Tenney expressed the opinion that television receiver sales would be allocated in proportion to an area's telecasting facilities, inasmuch as development of stations and receivers must be coordinated.

Commenting on the possibilities for color television, Tenney stated, "In view of recent findings by the Federal Communications Commission, color television is five years away, as far as the public is concerned. Telecasting in the immediate future will be in black and white."

Chamber Trade Group Making Good Neighbor Trip

A group of San Francisco businessmen left by plane Monday on a week-long "Intermountain Good Neighbor Tour" sponsored by the San Francisco Chamber of Commerce.

● Cities being visited include Denver, Salt Lake City, Provo and Boise.

The group, which is under the leadership of Frank K. Runyan, president, Western Merchandise Mart, and member of the Chamber's Board of Directors and Domestic Trade Committee, includes: E. A. Breckenridge, president, Fry Company; Newell Dodge, Royal Blueprint Company; J. J. Moffatt, Westinghouse Electric Corporation; E. R. Rosenkrantz, Knechtel Manufacturing Company; Robert Reinhardt, West Coast Export, Iron Age; C. P. Tanner, Chamber assistant general manager; and Carroll Snyder, manager of the Chamber's Domestic Trade Department. As part of the goodwill program, "ambassador extraordinary" certificates will be presented to M. L. Dye, president, Salt Lake City Chamber; Milton A. Tolhuus, president, Provo Chamber; and Willis C. Moffatt, president, Boise Chamber. A certificate of honorary membership in the San Francisco Chamber will be presented to Robert S. McElwaine, president of the Denver Chamber.



The San Francisco Chamber of Commerce
and
San Francisco Commercial Club
Present

LEROY A. LINCOLN

President, Metropolitan Life Insurance Company

SPEAKING ON THE SUBJECT

"Research in Industry"

At Luncheon THURSDAY, MAY 15, 1947

PLACE: San Francisco Commercial Club

TIME: Twelve Noon

SAN FRANCISCO CHAMBER OF COMMERCE

33 Pine Street, San Francisco 4, California

Please reserve _____ place(s) for me at \$1.75 each
luncheon honoring LEROY A. LINCOLN, on Thursday, May
1947, in the San Francisco Commercial Club, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)

(Telephone reservations accepted.)

Name _____

Firm _____

Address _____

CHECK
CLOSED

**Tables are not reserved, but tickets must be purchased in advance. Members will be taken care of to the limit of capacity, but it will be to your advantage to make reservations early before ticket sales are opened to the general public.*



Price \$1.75 per plate
{ \$1.71 plus 4c tax }

March Industrial Expansion . . .

—By the Chamber's Industrial Department

Over \$19,000,000 in northern California (48 Counties) industrial development projects were tabulated during March by the San Francisco Chamber's Industrial Department.

● This figure exceeds by over \$1,000,000 the total projects announced for the area during January and February and brings the total for the first three months of this year up to \$38,022,500. This total compares favorably with the \$29,963,800 tabulated for the first three months of 1946, and portends an even greater development during 1947 than the record year of 1946.

The San Francisco Bay Region's 12 counties will account for \$17,941,000 of the new developments, \$15,500,000 of which will be spent on the construction of 43 new plants.

March industrial projects tabulate as follows:

• Northern California:		
37 expansions	\$ 3,675,000	
60 new plants	16,632,000	
• Bay Region:		
30 expansions	2,432,000	
43 new plants	15,509,000	
• San Francisco:		
5 expansions	\$40,000	
4 new plants	115,000 for a total of	95 new jobs.

Some of the important projects announced for the Bay Region during March are as follows:

- Owens-Corning Fiberglass Corporation purchased a 42-acre site at SW Kiler Road and Santa Clara Avenue Road, Santa Clara, for a 500,000-square foot \$7,000,000 plant to employ approximately 800.
- Western Waxed Paper Company, division of Crown Zellerbach Corporation, purchased 25 acres in San Leandro and will start construction in July on 1,000,000 plant.
- General Foods Corporation purchased 27-acre site near Erden Company plant in San Leandro and will construct multi-million dollar plant.
- Duchsene, Inc., will construct a new \$100,000 sandwich manufacturing plant at 24th and Grove Streets, Oakland.
- Napa Co-operative Farmers has purchased a 642-acre site at Napa for a new fruit and tomato cannery to cost approximately \$450,000.
- California Prune & Apricot Growers Association has been granted CA permit for \$409,000 plant on Alma Avenue in the Phelan Tract, San Jose.
- A. M. Brazell Company, San Carlos, will start construction on a \$50,000 venetian blind factory to be completed in July. Plant will employ 30.
- Wesco Waterpaints, Inc., Berkeley, will construct two buildings at 5th and Grayson Streets to cost approximately \$75,000.
- California Steel Products Company, Richmond, purchased 4 acres of adjoining property as first step in a \$200,000 expansion program.
- Unibuilt Bodies, Oakland, will build 125 ft. x 133 ft. addition to plant at a cost of approximately \$28,000.

World Trade Institute Speakers Announced

Sessions of the Second Bay Area Institute of World Trade on May 8-9 will be led by speakers prominent in world trade, shipping and finance, according to an announcement made today by Alvin C. Eichholz, Institute Chairman, and manager of the World Trade Department of the San Francisco Chamber of Commerce.

● Led by Carl J. Eastman, Chamber president, the group of speakers includes: H. C. Dunlap, secretary, Dried Fruit Association of California; William L. Montgomery, managing director, California Regional Board, Far East-American Council of Commerce and Industry; Arthur Ross, assistant director, Institute of Industrial Relations, University of California; J. M. Letiche, Institute of Economics, University of California; John E. Fields, publisher, Far East Trader; Dr. Eugene Staley, executive director, San Francisco Region, Institute of Pacific Relations; Howard S. Ellis, professor of economics, University of California; Albert W. Gatov, executive director, Pacific American Steamship Association; Charles C. Pineo, director of loans for International Bank; Richard H. Steuben, export manager, Cutter Laboratories; Wallace B. Worswick, sales manager, Galen Company, Inc.; Eric Hallbeck, assistant vice president, Bank of America, International Banking Department; Dr. John B. Condliffe, Department of Economics, University of California; and Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin," issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbrook 4511, Ext. 18. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

EXPORTERS

6836 BELGIUM—General Outfit & Wholesale Agencies, 29 Ave. Huard-Hamoir, Brussels, are interested in auto parts, especially for Fords and Chevrolts, leather cloth, linoleum, wall paper, paints and varnishes. Consider representation.

6837 BRAZIL—Firm in Brazil wants semi-finished steel, tin and iron products, such as plates, pipes, angle and barbed wire, bars, building profiles and angles, etc., also, stainless steel ware, tools for all purposes, especially drill bits. Contact J. C. de Alencar, Consul General of Brazil, 625 Market. Mention their Ref. No. 113 on their letter dated March 12th.

6838 BRAZIL—F. Seabra y Cia., Caixa Postal 5211, Sao Paulo, wants dried, dehydrated, canned, fruits and vegetables, flours, especially wheat, foodstuffs, wires, cement, etc. Consider representation.

6839 CANADA—Walter Goetzelt, 5764 Northmont Ave., Montreal 26, wants to hear from packers of luncheon and tomato concentrates. Interested in carload quantities only. Would consider representation or agency.

6840 CEYLON—T. Retna Rajah, York Bldg., 94-28 York St., Colombo, wants canned, dried, dehydrated, fresh, fish, fruits, vegetables, especially sardines, salmon, apples, grapes, sultanas, raisins, etc. Consider representation.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6625—THE BROWN FINTBLE COMPANY. Elyria, Ohio, manufacturers of chemical, industrial and oil refinery heat exchangers and finned tubing. Also conveyor tubing for heating plants and homes. Selling a manufacturer's agent to handle their product in this area.

D-6626—J. FARIST PENFIELD. 79 Lordship Road, Stratford, Connecticut, would like to represent local manufacturers in Connecticut or New England. Has had this type of experience prior to the war and has a number of contacts.

D-6627—BERGEL DISTRIBUTING COMPANY. 406 Brady Building, San Antonio, Texas, would like to add San Francisco manufacturer's products to the lines they now have. Cover the state of Texas.

D-6628—MID CONTINENTAL SALES COMPANY. 1221 North 68th Street, Milwaukee 13, Wisconsin, would like to represent local manufacturers of toys, sporting goods, hardware or housewares. Are a new organization of 80 independent salesmen traveling in twenty states.

D-6629—REYNOLDS PRODUCTS COMPANY. Robert Roberts and Keating, Muskegon, Michigan, seeking a local jobber for their home bar accessories, bridge ash trays, cigarette holders, salt and pepper shakers, etc. All products are of brass or copper.

HIGH SPOTS

SAN FRANCISCO CHAMBER OF COMMERCE CURRENT PROJECTS

April, 1947

● REVIVAL OF SHIPBUILDING

Chamber seeking revival of shipbuilding program through recommendation to national merchant marine advisory committee.

● S. F. TAX EXEMPTION

Chamber acting to get tax exempt Federal and State property in San Francisco back on the tax rolls through its state and national legislative offices.

● WORLD TRADE CENTER

Campaign being spearheaded by the Chamber to secure passage of pending state legislation on World Trade Center.

● AVIATION BROCHURE

Brochure illustrating promotional activities of San Francisco aviation groups being released by Chamber's Aviation Department.

● WESTERN TRADE TRIP

Chamber trade group preparing for special trip to Denver, Salt Lake City and Boise as follow-up to further trade relations developed on successful trip to those cities two years ago.

YOUR CHAMBER WORKS FOR YOU



Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, May 8, 1947

Number 19

Stalemate on Highway Program Ends

NOTES from the Chamber's WASHINGTON OFFICE

• ALASKA STEAMSHIP SERVICE

A problem of far-reaching importance to the States of California and Oregon is under consideration here at this time. It involves a contract about to be entered into by the U. S. Maritime Commission with three Seattle steamship concerns to serve the Territory of Alaska. Included in this contract is a clause granting exclusive rights to these three concerns, thereby preventing, at least during the life of the contract, the Ports of Los Angeles, San Francisco Bay, and Portland from participating in direct steamship services to Alaska.

The Washington Offices of the Los Angeles, San Francisco and Portland Chambers of Commerce, working particularly through Congressmen Haverener and Welch of San Francisco; John Allen of Oakland; Willis Bradley of Long Beach; Senator Guy Cordon of Oregon, and Congressman Homer Angel of Portland, together with Governor Ernest Gruening of Alaska and Delegate Bartlett are striving to provide service from all Pacific Coast Ports to Alaskan Ports.

Decision on the contract may be made by the Maritime Commission this week.

• CENSUS OF MANUFACTURERS AND BUSINESS

Bills providing for the collection and publication of statistical data relating to manufactures, mineral industries, the distributive trades, and other businesses beginning in the year 1948 and continuing each fifth year thereafter, were considered during the week. Business and industrial interests have repeatedly requested that such census information be compiled and the San Francisco Chamber joined with many other organizations in urging favorable action on the bills.

• STREAM POLLUTION

The Senate Committee on Public Works commenced Hearings during the week on S. 418, providing for Federal control of Stream Pollution. The bulk of the testimony has been in opposition to the proposal on the grounds that it would be a further step toward absorption of the powers of the States, Municipalities, and other political subdivisions by the Federal Government.

Stalemate on California's proposed highway program ended last week as a result of conferences in Sacramento between Senate and Assembly leaders and representatives of the San Francisco Chamber of Commerce, Los Angeles Chamber, California State Chamber, the Auto Club of Southern California, and California State Automobile Association.

Metropolitan Life Insurance President to Speak Next Week

Leroy A. Lincoln, president, Metropolitan Life Insurance Company, will address a special luncheon sponsored by the San Francisco Chamber of Commerce and San Francisco Commercial Club in the Club's dining room, Thursday, May 15.

• "Research in Industry" will be the subject of Lincoln's talk.

The son of a prominent New York State lawyer, Lincoln attended law school and began his legal practice in Buffalo in 1904. His first connection with the insurance business came in 1915 when, as delegate to the New York State Constitutional Convention, he was offered the position of counsel for the State Insurance Department.

In 1917 Lincoln resigned to join a firm of New York insurance lawyers. Shortly afterwards he took on the additional duties of general attorney for the Metropolitan Life Insurance Company, and in 1926 was made general counsel of the Metropolitan. Three years later he was appointed first vice-president and general counsel, being elected a director in 1929. In 1936 Lincoln became president.

Registration Still Open for World Trade Institute Here

Manufacturers, exporters and importers wishing to participate in the Second World Trade Institute on May 8-9 may still register for the sessions, according to Alvin C. Eichholz, Institute chairman.

• "The U. S. growing prominence as a world trade center makes it necessary for manufacturers and traders to be familiar with changing world economic conditions and procedures for capitalizing on trade opportunities," Eichholz said.

"At the same time, the growing problem of market development and the tendency toward restrictive conditions are having a direct effect on West Coast business."

"With this in mind, experts in various fields have prepared a comprehensive program covering all phases of world trade. Therefore, I strongly urge businessmen to avail themselves of the unusual opportunity presented by the Institute to strengthen their stake in world trade."

Sponsoring the Institute are the San Francisco Bay Area World Trade Promotion Committee and the Extension Division of the University of California. Sessions will be held at 540 Powell Street.

• As a result of the mediation meeting, Assembly Speaker Sam L. Collins and President pro tem of the Senate Harold J. Powers both agreed to introduce resolutions to appoint a five-man committee from their respective Houses to work out a highway program.

The San Francisco Chamber was represented by Edward L. Turkington, former Chamber director and vice chairman of the Chamber's Traffic and Highway Committee. The other representatives were Asa V. Galbreath, California State Chamber; Neil Petree, vice president, Los Angeles Chamber, and Auto Club of Southern California; and William D. Herms, president, California State Automobile Association.

Expansion of Alaska Steamer Service Asked

Revision of a U. S. Maritime Commission contract to enable California and Oregon operators to provide steamer service between San Francisco, Los Angeles, Portland and Alaska is sought by chambers of commerce in the three cities.

• At the suggestion of the San Francisco Chamber's Washington Office, California Congressmen Frank R. Haverener and Richard J. Welch called a meeting last week of chamber representatives, California and Oregon Congressmen and Senators, and Maritime Commission Chairman Admiral William Smith and Joe Carson, Commission member from Portland.

Under terms of a contract the Commission is about to enter, service to Alaska at present is limited to the three lines which have been serving Alaska from Seattle. The contract was drawn up following passage of a resolution by Congress providing for liberal charter hire and other aids to enable private operators to maintain service to Alaska until July 1, 1948.

Consensus of the group at the meeting was that the Commission should be urged not to sign an exclusive contract that would preclude service to Alaska by any additional operators.

Walter A. Rohde, manager of the San Francisco Chamber of Commerce Transportation Department, pointed out that amendment of the contract is necessary in fairness to California and Oregon operators.

"The Congressional resolution itself does not limit operation of this service to a particular line from a particular American port," Rohde declared. "It only requires that the operators be American citizens."

General Business Activity

Thumb Nail Sketch: by the Research Department

● TREND

Business activity in San Francisco for both March and the first quarter of 1947 was about 10% above the same period last year as measured by our Indexes. A number of fields show strong gains but some appear considerably below the last year level. However, these trends are not exactly what they appear to be and should be considered in the light of other factors of influence when attempting to project the immediate outlook for San Francisco's future. Some of these factors are:

● **Increased civilian residents** and shrinkage of military residents since a year ago.

● **Visitors of different composition**; fewer service men; daily average traffic of 21,000 service men and from Treasure Island Base alone was four times greater during the first three months of last year than this year.

● **Earlier Easter** by two weeks this year brought most of the pre-Easter shopping days in the first quarter.

● **Rising prices of consumer essentials** for the first quarter brings living costs 20% above a year ago and food costs up more than one-third.

● **A swing in the Nation's wholesale prices** which brought the end of March 1947 index to an all-time peak—37% above a year ago, then turned downward for four consecutive weeks in April.

● **Building permits** issued during the first three months of last year and particularly during March were exceedingly above normal due to the rush to record them before Federal restrictions became effective in April 1946.

● **Industrial disputes**, particularly the machinists' strike during the first quarter last year, seriously handicapped manufacturing activity in the Bay Region.

● **Production workers'** average hourly earnings in the Bay Area during the first quarter of 1947 were up nearly 12% above a year ago.

Thus all along the line there is evidence that the first quarter gains and losses in San Francisco and Bay Area are relative rather than actual. They are not necessarily indicative of the trend for future 1947 cumulative periods of longer duration. In many of the fields of activity represented by dollar value, the actual movement has been more sideward than upward when adjusted for the changing purchasing power of the dollar; however, this condition is not peculiar to San Francisco but applies throughout the nation.

● GENERAL BUSINESS

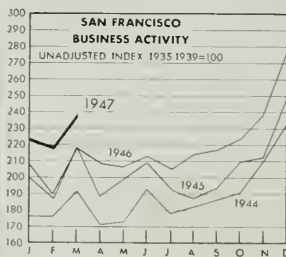
Our March Index of Business Activity reached 238.3, an all-time March high and compared with 218.2 for February and 218.0 for March last year. The first quarter average amounted to 226.7 compared with 205.0 last year.

On the "Up Side" March San Francisco retail department store sales compared with March last year gained 12.6% and first quarter sales 8.1%; bank debits

rose 9.4% and 12.2% respectively; freight car movements 9.6% and 9.9%; electrical energy 5.3% and 8.2%; industrial and commercial gas sales 12.2% and 9.9%; water consumers' net gain 18.1% and 19.3%; airport traffic—planes 4.2% and 7.3%—passengers 17.2% and 13.7%. Industrial production workers' employment rose 32.2% and 40.6%; and industrial payrolls 59.3% and 60.4%; vessel arrivals 17.2% and 26.4%; vessel departures 40.5% and 24.8%; Golden Gate Bridge vehicular traffic 8.7% and 7.7%; written inquiries from tourists and settlers for March gained 111.1% and 119.5% for the first three months; exports for January, latest available, were up 36.0% in value and 45.9% in quantity while imports gained 164.6% in value and 152.8% in quantity.

On the "Downward Side" were building permits in San Francisco with number in March compared with March a year ago off 19.7% and first quarter sales off 4.3% while values were off 71% and 35% respectively. Retail sales in number were down 26.7% and 19.4% respectively. Stock Exchange transactions down 30.1% and 44.4% in number and 27.8% and 40.6% in market value. Placements of personnel in San Francisco 12.9% and 14.7%; Bay Bridge vehicular traffic 1.2% and 1.2%; however, exclusive of the traffic using passes, there was a gain of 35% over March a year ago; and receipts of livestock 26.3% and 21.3%. Fruit and vegetable receipts were up 2.3% in March but off 6.8% for the first quarter.

Residential building permits issued during March provided for a total of 269 dwelling units at a cost of \$1,920,850 or \$7,141 per unit. This was 25.5% above the unit cost of \$5,691 a year ago. Single family dwelling unit costs in March averaged \$7,889 or 36.4% above a year ago.



● FIRST QUARTER DEVELOPMENTS

● **Building and Real Estate**—First quarter building permits issued in San Francisco totaled 2,080 with value of \$11,527,158. New residential permits accounted for practically half of the total value, and provided for 780 dwelling units, 554 of which were single family type.

Non-residential permits authorized totaled \$2,095,114 and additions, alterations and repairs \$3,783,934. First quarter real estate sales totaled 4,090 and amounted to \$55,333,421. Mortgages and deeds of trust totaled 4,747 and amounted to \$46,491,546. In addition to the above recorded real estate sales, the Merchants Exchange Building changed ownership during March through the purchase of the entire stock issued at a reported price of \$2,000,000, according to Thomas Magee & Son.

● **Employment**—First quarter placements in San Francisco totaled 10,320, of which 7,483 were industrial and 2,837 commercial. Compensable claims for unemployment insurance in San Francisco for week ending April 3 totaled 11,780 or 7.07% of the State total, while the Bay Area total amounted to 30,381 or 18.2% of the State total. These totals have varied only slightly over a period of several weeks.

● **Finance**—San Francisco bank debits for the first three months totaled \$6,265,658,000 and were \$699,000,000 above the same period last year or 12.2%. Bay Area bank debits amounted to \$8,097,941,000, up \$952,000,000 or 13.3%.

● MANUFACTURING

Employment of production workers in the manufacturing industries during the first quarter averaged 40.6% above a year ago, and payrolls 60.4%. March workers totaled 119,503 of which 65,000 were in the durable goods group and 54,500 in the non-durable group, according to the State Department of Industrial Relations. March average weekly earnings amounted to \$55.15 compared to \$44.55 in February and \$46.65 in March last year. Average hourly earnings amounted to \$14.42 in March, \$14.03 in February and \$12.74 in March last year. Average hours worked per week totaled 38.9 in March against 38.0 in February and 38.2 in March last year.

● TRADE

Retail department store sales during the first three months were up 10%. Sales in San Francisco Metropolitan Area were also up 10% while Central Valley sales were up 15% and California sales up 14% and the Twelfth Federal Reserve District up 14%. Independent retail store sales in San Francisco for the first two months, according to the latest reports available, were up 12%; and wholesale dollar sales of Pacific Coast merchants for the first two months, according to the latest reports available, were up 16%.

● TRANSPORTATION

Freight car movements in San Francisco during the first quarter totaled 71,770 compared to 65,314 a year ago. Airplane freight passenger planes totaled 12,732 compared to 11,171 and passengers totaled 172,402 compared to 151,680 a year ago. During the first quarter international air express shipments ranked San Francisco fourth among the Nation's airports.

● UTILITIES

First quarter industrial and commercial gas sales totaled 3,593,729,000 cu. ft. or a gain of 9.9% above the same period last year. (Correction) In our preceding Business Activity Survey April 3, the two months' cumulative for 1946 should have read 2,228,888,000 cu. ft. resulting in a gain of 8.8% for the first two months. Water consumers at the end of March totaled 137,118, representing a net gain for the first quarter of 19.3% over the same period a year ago.

● LIVING COSTS

Living costs index, for all items, in San Francisco on March 15 reported by the U. S. Department of Labor was 160.3, 1.4% above February and 20% above March a year ago, bringing the average for the first three months to 19.1% above the same period last year. During the first quarter food costs one of the important items of the budget were 33.7% above a year ago. March costs, compared to February, show increases in food of 2.1%, clothing 2.6%, house furnishings and miscellaneous items both 0.5%, but no changes in rents, fuel, electricity and ice costs.

Survey of Business Conditions in San Francisco

March 1947

BRANCH OF ACTIVITY	MARCH 1947	MARCH 1946	PER CENT CHANGE	3 MONTHS 1947	3 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY S. F. C. of C. Index 1935-39 Avg. = 100	238.3	218.0	9.3	226.7	205.0	10.6
CONSTRUCTION PERMITS						
Total (number)	709	883	-19.7	2,080	2,174	-4.3
Residential, New (value)	3,694,766	12,718,603	-71.0	11,527,158	17,952,761	-35.7
Dwelling Units, New (number)	195	291	-33.0	644	713	-9.7
Single Family Dwellings, New (value)	1,920,850	2,060,174	-6.8	5,648,690	4,752,744	18.8
Non-residential, New (number)	269	362	-25.7	780	831	-6.1
Additions, Alterations and Repairs.. (value)	1,286,100	1,313,074	-2.1	4,242,690	3,485,944	21.7
REAL ESTATE						
Sales (number)	1,676	2,286	-26.7	4,690	5,818	-19.4
Mortgages and Deeds of Trust (value)	18,988,803	25,861,896	-26.6	55,333,421	69,622,466	-20.5
RETAIL DEPARTMENT STORE SALES						
San Francisco (number)	1,683	1,771	-4.9	4,747	4,584	3.6
San Francisco (index)	15,463.613	16,537.139	-6.6	46,491,546	41,396,779	12.3
FINANCE						
Bank Deposits (\$1000)	2,229,462	2,037,794	9.4	6,265,658	5,576,452	12.2
Bank Clearings (\$1000)	1,661,898	1,468,615	13.2	4,753,557	4,280,274	11.1
Postal Receipts, (no. shares traded)	1,405,796	1,388,468	1.2	4,371,691	6,677,252	-34.5
San Francisco Stock Exchange (market value)	13,385,959	18,542,223	-27.8	40,965,256	68,918,143	-40.6
COMMERCIAL FAILURES						
Liabilities (number)	2	1	100.0	11	4	175.0
Assets (\$1000)	53,144	1,564	3,298.0	288,416	40,741	607.9
EMPLOYMENT & PAYROLLS—Bay Area (5 Co.'s) (a)						
Employment (index)	142.6	108.0	32.2	142.8	101.6	40.6
Payrolls (index)	254.9	160.0	59.3	252.4	157.4	60.4
NON-MFG. INDUSTRIES (5 Co.'s) (a)						
Laundering, Cleaning, Dyeing (payroll)	168.6	167.0	1.0	170.8	166.2	2.8
Wholesale Trade (payroll)	200.5	162.8	23.2	197.6	158.0	25.1
Retail Trade (payroll)	192.4	159.9	20.3	197.7	155.2	27.4
Hotels (payroll)	242.9	222.6	9.1	239.6	221.6	8.1
PLACEMENTS IN SAN FRANCISCO—C.E.S. (total)	3,115	3,577	-12.9	10,320	12,094	-14.7
Industrial Placements (number)	2,068	2,610	-20.8	7,483	9,314	-19.7
Commercial Placements (number)	1,047	967	8.3	2,837	2,780	2.1
TRANSPORTATION						
Freight Car Movements (number)	25,116	22,926	9.6	71,779	65,314	9.9
San Francisco Airport Traffic (no. planes)	4,796	4,603	4.2	12,732	11,871	7.3
Express Shipments—Rail (no. passengers)	67,821	57,877	17.2	172,402	151,680	13.7
Air (number)	308,066	421,827	-27.0	890,617	1,180,920	-24.6
Air Mail Loaded (pounds)	19,182	16,491	16.3	52,297	44,153	18.4
WORLD TRADE						
Vessel Arrivals with Cargo (number)	321	274	17.2	942	745	26.4
(net registered tons)	1,498,592	1,156,901	29.5	4,267,979	3,337,664	27.9
Vessel Departures with Cargo (number)	340	296	14.9	986	840	16.2
(net registered tons)	1,556,883	1,042,116	49.4	4,355,680	3,391,402	28.4
Exports—Value (millions of dollars)	41.2 (d)	30.3 (c)	36.0			
Quantity (millions of pounds)	628.8 (d)	431.1 (c)	45.9			
Imports—Value (millions of dollars)	20.9 (d)	7.9 (c)	164.6			
Quantity (millions of pounds)	184.3 (d)	72.9 (c)	152.8			
UTILITIES						
Electric Energy Sales Index.. (k.w.hrs.)	198.0	188	5.3	210	194	8.2
Industrial and Commercial Gas Sales (cu.ft. in thous.)	1,168,760.100	1,041,948.600	12.2	3,593,729.000	3,270,837.200	9.9
Water Consumers (net gain)	307	260	18.1	830	696	19.3
NEW DEVELOPMENTS						
Tourist and Settler Inquiries (number)	627	297	111.1	1,444	658	119.5
Bay Bridge Vehicle Crossings (number)	2,097,644	2,122,557	-1.2	5,988,018	6,055,301	-1.2
Golden Gate Bridge Vehicle Crossings (number)	578,610	532,451	8.7	1,591,236	1,478,128	7.7
DAIRY RECEIPTS, FRUITS AND VEGETABLES						
Butter (pounds)	2,128,940	579,699	267.2	5,292,084	2,141,543	147.4
Cheese (pounds)	1,571,619	1,039,268	29.5	4,225,797	3,746,280	12.8
Eggs (cases)	133,146	90,264	47.5	344,757	275,081	25.0
Poultry, dressed (carlots)	1,443,853	1,664,731	-13.3	4,905,248	5,698,549	-13.9
Fruits and Vegetables (carlots)	157,722	1,684	2.3	4,767	5,114	-6.8
LIVESTOCK SLAUGHTER (b) Total Number						
Cattle (number)	157,809	213,857	-26.3	482,967	613,436	-21.3
Calves (number)	37,909	42,221	-10.2	111,540	132,891	-16.1
Calves and Lambs.. (number)	11,225	9,169	22.4	30,173	24,935	21.0
Hogs (number)	72,099	122,872	-41.3	211,268	274,127	-22.9
S. F. LIVING COSTS 1935-39 Avg. = 100						
Food (index)	109.5	145.3	34.5	198.5	148.5	33.7
Clothing (index)	178.5	146.8	21.6	174.3	147.0	18.6
Recreation (index)	106.8	106.4	0.4	106.8	106.3	0.3
Fuel, Electricity and Ice (c) (index)	82.5	83.3	-0.6	82.5	82.8	-0.3
Gas and Electricity (index)	72.7	80.6	-9.5	72.7	84.4	-13.9
Other Fuel and Ice (index)	116.4	113.2	2.8	116.4	113.2	2.8
House Furnishing Goods (index)	151.9	129.4	17.3	151.0	130.3	15.9
Miscellaneous (index)	148.0	134.7	8.9	147.3	134.9	9.9
All Items (index)	160.3	133.6	20.0	159.2	133.7	19.1

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.
 (b) Federal Inspection—San Francisco District.
 (c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) January 1947 latest available.
 (e) January 1946.

A knowledge is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, City Officials, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, Employment and Public Works, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

Census to be Made on California Apparel Industry

A special limited census of California's apparel manufacturing industry will be made by the division of Labor Statistics and Research of the Department of Industrial Relations, according to an announcement by Industrial Relations Director Paul Scharenberg.

• The census is being made at the request of the apparel industry, the San Francisco and Los Angeles chambers of commerce and the State Chamber of Commerce.

First accurate measure to be made of the apparel industry's growth since 1939, the census is to be conducted by means of questionnaires which are being mailed to more than 1,500 California apparel manufacturing firms.

"The information to be collected includes employment, payroll and volume of sales in 1946," Scharenberg said. "Manufacturers are being asked to indicate the volume of sales outside of California as well, to determine the extent of the out-of-state market for California-made clothing."

Bay Area apparel manufacturers are urged to comply with the state census return request immediately in order that the census results may be completed by G. L. Fox, manager of the San Francisco Chamber's Industrial Department.

Lundborg Named to Merchant Marine Group

Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, has been appointed to a special nationwide committee on the development of the U. S. Merchant Marine.

• Appointment of the committee, which is the first step in a concrete program to revive and strengthen the nation's merchant marine, was the result of a meeting of port city chambers of commerce, ship operators, ship builders, port authorities and labor leaders last week in Washington, D. C.

The group will formulate plans and procedures for a national merchant marine committee representing these groups.

The national committee will act as a vehicle for public education on the vital necessity to the nation of a strong merchant marine. In this capacity it will offer its assistance to President Truman's Advisory Committee on the Merchant Marine, which is currently making an investigation of the nation's merchant marine requirements.

James B. Black of San Francisco is a member of the Advisory Committee.

Co-Representative at Supervisors' Meeting

Attending the Board of Supervisors meeting Monday, May 5, was:

• HENRY B. KING, member, San Francisco Chamber Board.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbrook 4511, Ext. 18. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

6841 CHINA—Thompson Trading Co., 13 Pakhoi Rd., Shanghai, wants everything and anything that can be absorbed by the Chinese market. List of requirements on file here.

6842 COLOMBIA—Agencias Viking Ltd., Edificio de Roux 12, Apdo. No. 1217, Cali, want anything and everything that can be used or consumed in the Tropics. Write also to Bogota office, Edificio del Comercio, Apdo. Aereo 3444. Detailed list of requirements on file here.

6843 COLOMBIA—Clemente del Monaco, Cali, Valle, wants 10,000 cans of land (pork fat).

6844 COLOMBIA—Roberto Gutierrez C., Casa Mercantil, Calle 16, Carretera 8a y 9a, Pereira, wants large cans of pink salmon and sardines in tomato sauce and in oil.

6845 DENMARK—H. Erichsen, Holbergsgade 3, Copenhagen K, wants all kinds of chemicals, especially those for dyes, lacquer, rubber, tannery, paper, cable and soap industries or mills. (See list on file here.)

6846 GREECE—Denn. Malliaras, Stea Razi 4, Athens, wants various kinds of leather, genuine, imitation, plastic, upholstery, shoemaking, etc. Also textiles, especially canvas; novelty items, etc. Consider representation or agency.

EXPORTERS

6847 HONG KONG—Wong Pak Fun & Co., Box 1804 Kowloon, want industrial chemicals, and a large assortment of dyes. More details on file here.

6848 INDIA—C. R. Sippy & Co., 52 New Forbes Bldg., Bunder Rd., Karachi, want cosmetics, food products, hosiery, textiles, stationery, novelties and typical S. F. items.

6849 INDIA—Auto Sales Co., Partabpura, Agracant, want motor vehicles, motorcycles, bicycles, electric items, and rubber goods.

6850 INDIA—Anglo American Trading Co., 28 Lalbagh Rd., Bangalore, want everything and anything absorbed or consumed in India. Detailed list on file here.

6851 IRAN—Farrokh Nadjafzadeh, Serye Delgocha, Teheran, wants industrial chemicals especially dyes, and textiles (printed fabrics).

6852 ITALY—Osservatorio Internazionale Commercio Estero, Viale Medaglie d'Oro No. 34-A, Brescia, want wholesale quantities of evaporated, powdered milk and eggs. Also other foodstuffs readily consumed in Italy. Would like Agency or Representation.

6853 JAPAN—M. Shibayama, President Shibayama's International News Co., Ltd., No. 66 Nagaizakicho, Hongo, Tokyo, wants newspapers, magazines, periodicals and books.

6854 MEXICO—Karl Jonsson, Gen. Mgr. Hotel Central, Mazatlan, Sin., wants complete hotel supplies, especially soda water fountain equipment, and motors for large refrigerators.

6855 MEXICO—Eugenio J. Nolasco, Allende 43 Pte., Apt. to 37, Piedras Negras, Coahu., wants wholesale electric fans and air-conditioning apparatus.

6856 NETHERLANDS EAST INDIES—A. H. Uijep, No. 20 de Keizerlaan Noord, Bandung, Java, wants inexpensive items for natives and attractive articles for Europeans and Americans established in his territory. Contact G. Thar Larsen, 525 Chaucer St., Palo Alto.

6857 PARAGUAY—Antonio Arena e Hijos, calle Te. Farnu 314, Asuncion, wants sewing threads, machine bobbins, fresh, dried, dehydrated fruits, vegetables, meats in tins.

6858 PHILIPPINE ISLANDS—Maula Blue Printing Co., 120 Arlegan corner Luniao Quapo, Manila, want contact with wholesale exporters in the paper trade. Interested in school, office supplies and equipment engineering materials and merchandise in general.

6859 PHILIPPINE ISLANDS—Pioneer Trading Co., 126 S. meangko St., Cebu City, want bicycles, lanterns, stoves and ovens, shoe leather and accessories, fishing nets and lamps. Diesel engines, marine or for industrial purposes.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 36.

D-6630 G. F. ROGGE COMPANY, Clinton, Conn., contract, looking for a representative in this area for their dog collars, leashes, harnesses, muzzles, etc.

D-6631 THE RADKE-BELL SEAT COMPANY, 37 E. 43rd, Seattle 5, Wash., seeking a distributor for their truck seat. Person would call on trucking outfits and builders of trucks and trailer bodies.

D-6632 EXPORTERS' SERVICE COMPANY, P.O. Box 1316, Honolulu, Hawaii, has a service for anyone who hasn't time to go to Hawaii to handle their own business, yet wants contacts made at regular intervals. This is strictly a service business on a contract basis handling activity requests from mainland principals and reporting back on results obtained.

D-6633 PAULA FASHIONS, INC., 15 West 37th Street, New York 18, New York, manufacturers of scarfs, dummies, halters, midriffs and blouse novelties, seeking a salesman for Oregon, Washington and San Francisco. Line nationally known and advertised. Commission basis. References required.

D-6634 NU-WAY SHOE COMPANY, INC., 142 Duane Street, New York 13, New York, looking for a representative to handle their complete line of women's shoes. Need card.

D-6635 PEEPERLESS GLOVES, 545 Fifth Avenue, New York 17, New York, seeking a representative for their handwoven ladies' leather gloves.

D-6636 LT. COL. J. H. KARCHER, 315 St. Charles Street, New Orleans 12, Louisiana, interested in sales representation in his territory for both domestic and export distribution of the following products: air conditioning equipment, evaporating cooling units, fans, blowers, oil burners, stokers and gas-fired units, steam and hot water boilers and radiation, electric controls for heating, cooling, refrigeration, electric motor starters, etc., building materials, boilers, radiation, heating systems. Diesel equipment, marine equipment, and miscellaneous steel products.

D-6637 MR. L. G. BRUMBACH, 6546 No. 5th Street, Philadelphia, Pennsylvania, would like to represent local manufacturers in the Philadelphia area.

D-6638 VICTORIA WOOLEN COMPANY, INC., 357 Fourth Avenue, New York 16, New York, are distributors looking for a salesman for their woollen fabrics. Contact department, retail stores and merchant tailors. Commission basis.

D-6639 H & P ENGINEERING COMPANY, 139 South Main Street, Akron 8, Ohio, interested in representing local manufacturers in Akron and north-eastern Ohio. Have contacts with leading manufacturers and other well established firms in the entire area.

D-6640 GENERAL INDUSTRIAL DIAMOND COMPANY, INC., 611 Broadway, New York 12, New York, seeking a sales representative in this area for their diamond tools, impregnated wheels and power drill, etc., as well as form tools.

D-6641 COOPER-SMITH COMPANY, 604 North Jefferson, San Antonio, Texas, looking for a jobber or salesman to cover the state of California for their children's and boys' handmade cowboy boots, ladies hand-tooled leather sandals with matching purses and belts. Would contact department stores, ladies and children's shoe stores.

D-6642 S. C. SALES—1520 Wilshire Boulevard, Los Angeles 14, California, would like to represent local manufacturers in the Los Angeles area. Contact both retail and wholesale outlets.



Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, May 15, 1947

Number 20

NOTES

from the Chamber's

WASHINGTON OFFICE

ALASKAN STEAMSHIP SERVICE

A high authority in the Maritime Commission reported that due to the necessity of the Commission's spending a great deal of time during the week appearing before two separate committees of Congress, one on Appropriations and the other on amending the Ship Sales Act of 1946, that no final action has been taken in the matter of a contract to provide steamship service from the United States to Alaska.

Informally our San Francisco Congressmen, Messrs. Welch and Havenner, have been advised that the contract will be modified, thereby making it possible for steamship service from California and Oregon ports.

STATEHOOD FOR HAWAII

Due to the House of Representatives spending all of this week on the Grecian-Turkish Loan, no time has been permitted for the Rules Committee to give further consideration to H. R. 49 to provide Statehood for Hawaii. This measure was reported favorably by the House Public Lands Committee by a unanimous vote.

STATEHOOD FOR ALASKA

The Subcommittee of the House Public Lands Committee, considering Statehood for Alaska, finally adjourned its Hearings in Washington and adopted a Resolution providing for a Subcommittee to visit Alaska in order to seek additional facts and testimony held to be vital in considering this problem. Questions still unanswered, and for which information is sought, are:

- What disposition will be made of all public lands?
- What disposition will be made of the Alaskan railroad?
- What taxes, or sources of taxes, are available to operate a State Government?

In its Resolution the Committee set forth twelve questions. The above are three.

CENSUS OF MANUFACTURES

The Senate, during the week, adopted S. 554 to provide for this Census in 1948. The House Committee on Post Office and Civil Service has not reported the companion measure. It is still being held for consideration in Executive Session.

Bay Region Manufacturers Interested in Ford Buying Plans

Intensified steps to bring about production of Ford motor car and truck parts in the San Francisco Bay Region are being taken through a series of meetings arranged this week through the Industrial Department of the San Francisco Chamber of Commerce.

Meeting with representatives of Bay Region manufacturers this week were L. C. Dissor, who is coordinating Ford purchases on the West Coast, and Otto Stahmer, Ford purchasing agent at Richmond.

Following is a list of the week's scheduled meetings:

- **May 12—Alameda**—Industrial Department Meeting, Alameda Chamber of Commerce, luncheon meeting with representative manufacturers and individual interviews.
 - **May 13—Stockton**—Industrial Department, Stockton Chamber of Commerce, morning meeting with manufacturers followed by plant visits.
 - **May 14—San Jose**—Industrial Department, San Jose Chamber of Commerce, morning meeting with manufacturers followed by plant conferences.
 - **May 15—San Francisco**—Industrial Department, San Francisco Chamber of Commerce, morning meeting to be followed by individual interviews. Afternoon meeting with San Francisco Division, Pacific Gas and Electric Company, and other engineers.
- Manufacturers interested in the possibilities of producing Ford parts and components, who are not familiar with this program, are invited to communicate with the San Francisco Chamber's Industrial Department.

World Trade Week Observed May 18-24

"San Francisco's observance of World Trade Week will be a salute to the contribution of world trade to its growth as one of the world's great trading centers," today declared Ray E. Waterlow, World Trade Week committee chairman.

Annual observance of World Trade Week will take place in San Francisco May 18-24, simultaneously with observances in communities throughout the nation.

"This is the twentieth year that World Trade Week, which originated on the Pacific Coast, will direct public attention to the importance of the import-export and shipping industries as factors in the maintenance of American domestic prosperity," Waterlow said. "It is estimated that a third of the Bay Area's population is directly dependent on foreign commerce for its living income."

- **Monday, May 19**, will be World Trade Day, featured by a Fairmont Hotel luncheon attended by local foreign trade, banking, shipping and manufacturing executives.
- **Tuesday, May 20**, will be International Aviation Day, highlighted by an air exhibition and airport open-house open to the public on Sunday.
- **Wednesday, May 21**, will be International Import Day.
- **Thursday, May 22**, will be National Maritime Day, with an extensive program highlighted by a downtown parade at 10:45 a.m., a luncheon and evening banquet.
- **Friday, May 23**, will be International Education Day.

NOTICE

In compliance with Daylight Saving Time which went into effect Sunday, May 11, the Washington Office of the San Francisco Chamber of Commerce will observe a new time schedule.

- **The office** will open at 9:00 a.m. Eastern Daylight Time or 5:00 a.m. Pacific Standard Time, and close at 5:30 p.m. which is 1:30 p.m. Pacific Time.

Chamber members are asked to bear this new schedule in mind when telephoning the Washington Office.

San Franciscans Given Fashion Awards During Apparel Week

Highlighted by an "Oscar" fashion award dinner and press preview of fall fashions on Monday night, "San Francisco for Fashions Week" is being celebrated this week by the San Francisco apparel industry.

- **Presented annually** to those persons in this state who have contributed most to the advancement of the California apparel industry during the preceding year, "Oscars" were awarded to Robert Elliott, industrial editor San Francisco News; Katherine Kerry, Radio Station KQW; Joe Osherenko, California Stylist Magazine; Fred Cole, Cole of California; Mrs. Norma Geer, Celanese Company Inc.; and Marjorie Lenz of Charm Magazine.
- **Cooperating in the sponsorship of "San Francisco for Fashions Week"** is the Mayor's Citizens Committee, of which Chamber President Carl J. Eastman is a member.

Chamber Asks Change in Sales Tax on Ships Stores

Modification of present California sales tax regulations to encourage purchases of ships stores within the state was recommended this week by the Board of Directors of the San Francisco Chamber of Commerce.

● The board acted in support of current legislation exempting vessels engaged in interstate or foreign commerce from payment of state sales tax.

The recommendation followed a joint report from the Chamber's Merchant Marine & Harbor and Tax committees which pointed out that the assessment of California sales tax on ship repair materials and ship supplies has proven detrimental to California shipyards, ship chandlers and the vessel owners.

"The result is that where prices are otherwise equal, purchases are made outside of California wherever possible," commented Leland M. Kaiser, chairman of the Chamber's tax committee.

No sales tax is assessed in Oregon, and in Washington there is specific exemption on fuel oil. Other maritime states and cities which have a sales tax have exempted ship supplies.

Walter A. Rohde, manager of the Chamber's transportation department, pointed out that railroads are now exempted from the sales tax on property purchased in California but transported by them for use on their lines outside the state.

"The same principle should apply in connection with vessels in interstate and foreign commerce," Rohde said.

Public Support Asked for Safety Campaign

A month's freedom from accidental deaths and a \$50,000 fund to fight accidents here the year around are the goals of San Francisco's annual Green Cross for Safety campaign launched this month by the San Francisco Chapter of the National Safety Council.

● In an appeal for public support of the accident prevention campaign, Norman R. Sutherland, co-chairman of the drive, said: "In San Francisco last year almost 600 persons, including over 50 children, were killed accidentally. Under the Green Cross emblem, the Safety Council will seek to make the month of May a period of freedom from accidental death here. And with the funds to be raised, the chapter will carry on an intensified year-round safety campaign."

U.C. Business Fraternity to Hold Special Banquet Here

Alumni members of the University of California chapter of Beta Gamma Sigma, national honorary business fraternity, are invited to attend a banquet and special ceremony at 7:30 p.m., May 22, at Hotel Mark Hopkins.

At the banquet, which marks the reactivation of Beta Gamma Sigma on a full-scale basis following the war, Henry J. Kaiser will be initiated as an honorary member. Paul C. Smith, general manager, *San Francisco Chronicle*, will be the speaker and Dean Ewald T. Grether of the University's School of Business Administration will preside.

Reservations may be made through the Business Administration School on the University's campus.

Proposed Reduction in Federal Government Spending Favored

Wholehearted approval of elimination of all unnecessary government spending and reduction of federal appropriations was reaffirmed this week by the Board of Directors of the San Francisco Chamber of Commerce.

County Revenue Licensing Plan Opposed by Chamber

Opposition to state counties being given the power to license for revenue was voiced this week by the Board of Directors of the San Francisco Chamber of Commerce.

● The Board's action was based on a report of the Chamber's Tax Committee, headed by Leland M. Kaiser.

A current bill before the legislature would, if passed, enable counties as well as cities to license businesses for revenue purposes.

The tax committee report pointed out that a large number of cities in the state already license for revenue purposes and that for the counties to do the same would be a duplication.

Commenting on the bill, Kaiser said: "We are opposed in principle to any such move. Also, counties in general are not in need of additional revenue sources."

Senate Bill 1357 proposing the county revenue plan has been passed out of the Revenue and Tax Committee of the Senate with a "do pass" recommendation.

Maritime Day Luncheon Set for May 22; Tickets Available

Celebration of National Maritime Day will be observed this year on May 22 with a program of activities including a parade, exhibits and open house, according to an announcement by Lewis A. Lapham, committee chairman.

● Highlight of the day's events will be luncheon at the Commercial Club at which Admiral William Ward Smith, chairman of the U. S. Maritime Commission, will be guest speaker.

Tickets for the luncheon are available through the office of the Commercial Club, 465 California Street, EXbrook 5332.

Lincoln Luncheon Today

Leroy A. Lincoln, president of the Metropolitan Life Insurance Company, will be guest speaker at a luncheon in the Commercial Club today.

● The event is being sponsored jointly by the San Francisco Chamber of Commerce and the Commercial Club.

Tickets are still available for those who have not made their reservations. They may be purchased in the Club's dining room.

● In stating its position, the Chamber recommended that the following principles be observed in making appropriations:

1. That this state and this region receive from Congress as favorable consideration as given to any other state or region in the nation;

2. That in return for this equitable treatment, this state and region should make its proportionate sacrifice to reduce the aggregate of government spending to the minimum essential to proper functioning of the federal government.

Highway 40 Grade Separations Asked

Construction of grade separations on Highway 40 at Vallejo to facilitate the flow of traffic was asked this week by the San Francisco Chamber.

● The Chamber's request was made to the State Highway Commission, which is planning construction of a freeway through Vallejo on Highway 40.

The grade separations would consist of underpasses at junctions of State Sign Route 20 and Benicia Road with U. S. Highway 40.

As the main avenue for traffic to and from Vallejo, and between Sacramento and San Francisco, the junction handles a traffic volume which by State traffic counts is almost double the wartime total and substantially higher than pre-war totals.

This creates a problem of safety and traffic congestion, the Chamber maintains, which makes it mandatory to include grade separations in the State's construction plans for Highway 40.

Civilian Employees in U.S. Increased During Past Year

Employed civilians in the United States increased five and one-half million between January 12, 1946 and the week ending March 8, 1947, according to a study released by the Research Department of the San Francisco Chamber of Commerce.

● The Chamber's study was based on a survey made by the United States Department of Commerce.

Total number of persons in the labor forces, including Armed Forces, increased from 59,490,000 to 59,960,000, or about one-half million during this period. This increase in the "civilians at work" is attributed to the fact that the number of employed veterans climbed from 5,570,000 to 11,070,000, the study said.

Total number of male veterans of World War II climbed from 8,580,000 on January 12, 1946, to 13,480,000 on March 8, 1947. The actual number of unemployed veterans on March 8, 1947, numbered 850,000, only 10,000 above the January 12, 1946.

THIS SUMMER SPELLS TROUBLE"



An Analysis of Things to Come

by

LEO M. CHERNE

Executive Secretary,
Research Institute of America, Inc.

Place: Rose Room
Palace Hotel

At a Luncheon

Sponsored by

San Francisco Chamber of Commerce

Time: Twelve Noon
Thursday
May 29, 1947

SAN FRANCISCO CHAMBER OF COMMERCE

3 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$2.05 each
luncheon honoring LEO M. CHERNE, on Thursday, May 29,
47, in the Rose Room of the Palace Hotel, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)

(Telephone reservations accepted.)

Name.....

Firm.....

Address.....

**Tables are not reserved, but tickets must be purchased in advance. Members will be taken care of to the limit of capacity, but it will be to your advantage to make reservations early before ticket sales are opened to the general public.*



Price \$2.05 per plate
{ \$2.00 plus 5c tax }

CHECK
CLOSED

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below for further information call EXBROK 4511, Ext. 18. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

6860 PORTUGAL—Sociedade Agricola de Adubos S. Bento, L. da. Rua Dos Loureiros, 26-3, Porto, want agricultural implements and tools, nails, seeds, pesticides, radios, paints and enamels. Interested in representation or agency.

6861 SWEDEN—A. B. Oscar Persell, Drottningatan 40, Stockholm, want iron sheeting, air guns, nails, armouring iron, mechanical tools and all kinds of athletic goods. Consider representation.

6862 SWEDEN—L. A. Svenska Verkst. Kertor Corp., Skopshorn 16, Stockholm, want galvanized wire, black drawn wire, netting for paper and cellulose industries. Also, chemicals for leather, textile and wood-working industries.

6863 VENEZUELA—Importadora Caracas, Puente de Hierro 207, Caracas, want large quantities of galvanized barbed wire.

VISITORS

7013 HONG KONG—Mr. Dewar, representing Colony & Insular Co., Ltd., 304 Union Bldg., seeks exclusive agencies of manufacturers and suppliers interested in their products throughout the Orient. Call EXBROK 513, until about May 15th.

7014 PALESTINE—Lipman Levinson, Mgr. Director, General Engineering Co., for Palestine & Levant Ltd., No. 19 Rothschild Blvd., Tel-Aviv, wants to conduct manufacturers of agricultural implements and machinery, elevators, Diesel engines, air conditioning equipment, fans, blowers, exhausters, and machines and tools in general. Call Mr. Levinson, c/o Leather Style Co., 33 West 34th St., New York City.

EXPORT

7015 ARGENTINA—Thomas Moore, representing A. J. Bertram, Buenos Aires, wants to contact manufacturers of electronic, electrical and optical goods, radio component parts, scientific instruments, etc. Interested in agency or representation. Write No. 751 W. Highland Ave., Redlands, California.

7016 ARGENTINA—Ryber Import Export Co., calle Peru 375, Buenos Aires, wants 50,000 meters poplin or more's shirts, 100,000 meters plain light fabrics and 30,000 meters to make raincoats.

7017 CANADA—Samuel H. Gelfix & Co. Ltd., 85 Lombard Street, Winnipeg, wants large quantities of groceries, foodstuffs and canned goods. Interested in agency or representation.

7018 CZECHOSLOVAKIA—Ryska Export, P.O. Box 395, Vavelskve Nam. 64, Prague 11, holds import license and wants cable offer on 150 tons Gums-Rosin, C.I.F. to New York.

7019 GIBRALTAR—Rogelio A. Gonzalez & Co., P.O. Box 195, No. 4 Benizara's Alley, wants wholesale all kinds of foodstuffs, refined, canned or dehydrated.

7020 HAWAII—Tropical Supply Co., 1010 Main St., P.O. Box 812, Wailuku, Maui, wants men's boys' clothing, shoes, towels, handkerchiefs, notion goods, toys, candies, school supplies, paper, household necessities, hardware, first-aid kits, textiles, thread and embroidery items.

7021 HONG KONG—Hughes & Hough, Ltd., P.O. Box 655, wants bare, bathing suits, ready-made garments, textiles, sharskins, pagans, toys, etc.

7022 IRAQ—Orient Trading Corp., Ltd., P.O. Box 90, No. 26-32 Rewak St., Baghdad, wants textiles, especially cotton piece goods.

7023 JAPAN—Gunsu Shokai (Gunsu) Co., Arai Miyai Kaikan, Yoshida-cho, Heian-cho, Aichi-ken, wants old silk, cotton, woolen, nylon socks and other old fabrics, to be unravelled and re-spun into new silk or other product.

7024 MALAYAN UNION—Eastern United Trading Co., P.O. Box 262, 341 Beach Street, Penang, want all types of merchandise but especially building and engineering materials, hardware, textiles, industrial chemicals, etc. (List on file).

7025 MEXICO—Fidel Burcarga R., Constitucion 100-A, Durango, Dgo., wants chemicals (industrial and pharmaceutical), paints, detergents, dyes, caustic soda, gift novelties (jewelry, fountain pens, toilet articles), furniture for home and office, small electric appliances, typewriters, foodstuff in general, motors, hardware, stationery, etc. Seeks agency or representation.

7026 MEXICO—Cota y Durazo, Apdo. Postal 422, Calle 44, No. 359, Tijuana, B. Cja., wants large quantities of bags or sacks to pack wheat, corn, beans, etc.

7027 MOROCCO—Etablissements Amzalag & Amar, 14 rue Lavopelle, Casablanca, wants second-hand or surplus materials, especially in leather, rubber, metal scraps, paper, etc.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBROK 4511, Ext. 56.

D-6643 H. C. HOLTON COMPANY, 4515 Fannin Street, Houston, Texas, would like to represent local manufacturers of industrial equipment in the Texas area.

D-6644—GENERAL PLASTIC'S MOLDING CORPORATION, 3405 Morganford Road, St. Louis 16, Missouri, interested in locating a manufacturer's agent in this area to solicit orders for plastic articles made according to customer's specifications. Will give exclusive territory rights.

D-6645—MICHAEL SALES COMPANY, 500 Michigan Bank Building, Detroit 26, Michigan, would like to represent local manufacturers of hardware in the Michigan trading area.

D-6646—HARRY ROHLOFF & COMPANY, 918 North Western Avenue, Hollywood 27, California, seeking a distributor for their kemiko stains that produce permanent coloring in concrete.

D-6647—INDUSTRIAL CORD & CABLE COMPANY, P. O. Box 738, Toledo, Ohio, seeking a manufacturer's agent for their electrical wiring assemblies and electrical cord sets for radio and the appliance field.

D-6648—PARAMOUNT SALES CORPORATION, 852 Richards Street, Salt Lake City, Utah, would like to act as wholesaler and distributor of San Francisco manufactured machine tools and accessories, electrical appliances, hardware and household equipment and appliances. Have warehouses in Salt Lake City and Cheyenne, Wyoming, Cover Utah, Colorado, Nevada, Idaho, Wyoming, Nebraska and Montana.

D-6649—HODGKISS AND STEWART, 927 Fifteenth Street, N. W., Washington, D. C., would like to represent local manufacturers in the District of Columbia, Maryland and Virginia. Can give governmental data of any kind to local concerns.

D-6650—W. H. AIRD, 808 Kings Avenue, Chubbilla, California, interested in representing local manufacturers of hardware, electrical, furniture and grocery trade specialty items, in his territory. Has had experience in the above field. Especially interested in manufacturers of incinerators.

D-6651—ST-PEPPER PRODUCTS COMPANY, 84 Ontario Street, Providence, Rhode Island, seeking an agent in this area for their slide fasteners (zippers). Would cover local manufacturers of leather goods, men's clothing, women's wear and exporters.

D-6652—CENTURY CHEMICAL AND PLASTIC COMPANY, 55 West 42nd Street, New York 18, New York, looking for a distributor, jobber or representative for their adhesives, special paints, protective coatings and other chemical specialties.

D-6653—THE RAINBOW ART COMPANY, P. O. Box 9088, Huntington 4, West Virginia, seeking a sales representative for their line of hand decorated glassware which is sold in department and gift stores.

D-6654—BALDWIN MANUFACTURING CORPORATION, 57 Kirk Place, Newark 5, New Jersey, seeking the services of a reliable distributor of builders' hardware in California to whom they can sell their products directly. Also would like to have salesman who has good contacts with builders' hardware stores in the state.

D-6655—MR. W. F. ARTHUR, 1016 Lloyd Building, Seattle, Washington, wants to represent San Francisco made lines of houseware and kitchen gadgets in the Seattle area.

D-6656—MRS. DOROTHY SKELLEY, 4101 E. Ellsworth Avenue, Denver 7, Colorado, would like to represent local manufacturers of ladies' ready-to-wear in the Denver area.

D-6657—MR. LEON SLOBODKIN, 497 Huntington Avenue, Boston 15, Massachusetts, interested in representing local manufacturers in the New England States. Has had selling experience, owns car and free to travel.

D-6658—PASCAL AND ALTMAN, 230 Fifth Avenue, New York 1, New York, seeking a representative for their medium priced men's sport and novelty shirts.

D-6659—SIMPLEX-AMERICAN, 122 East 42nd Street, New York 17, New York, seeking a representative to handle their imported ladies' leather gloves.

D-6660—MASON SALES COMPANY, 2712 North Cedar Street, Tacoma 7, Washington, would like to represent and export local manufactured items in the Tacoma area.

D-6661—METRO SALES AND DISTRIBUTING CORPORATION, Box 1, Highlands Station, Denver 11, Colorado, seeking domestic dealers and exporters, interested in offering precision cut, all aluminum, personal aircraft "T" hangers, available for immediate delivery, no export license required.

D-6662—VICO INDUSTRIES, Mount Clemens, Michigan, seeking a jobber or distributor for their tube dispenser. Made of plastic and equipped with a pair of geared rollers, activated by hand, that controls the right amount of paste or cream required.

D-6663—BITTER PATTERN & CASTING COMPANY, 230 Canal Street, New York 13, New York, seeking a jobber in this area for their marine hardware fittings.

D-6664—WORLD INDUSTRIES, INC., P. O. Box 2437, Dallas, Texas, looking for a jobber or wholesaler for their kormister, a hydraulic-aerosol sprayer, constructed of non-corrosive metals, 7 inches long and weighs 5 ounces.

D-6665—MARIANNE CHOCOLATE COMPANY, 4039 N. Williams Avenue, Portland 11, Oregon, would like to contact jobbers and brokers in California who are interested in getting an exclusive line of candies. Also considering salesmen to sell direct to drug stores, confectioneries, department stores, etc.

D-6666—MARATHON METAL MANUFACTURING, INC., Wausau, Wisconsin, seeking a sales agency to handle their glass and metal constructed ventilator. Immediate delivery.

D-6667—BYRON & HALL, 198 Broadway, New York, seeking a representative for their diamond tools for all mechanical purposes. Would contact plants using grinding wheels. Commission basis on paid business.

D-6668—W. R. CHESLEY, 229 5th Street, Colusa, California, would like to represent local manufacturers in Colusa, Glenn and Sutter counties of California.

D-6669—LOCAL AND WESTERN SHIPPERS OF TEXAS, Republic National Bank Building, Dallas, Texas, interested in obtaining food lines for distribution throughout the Southwest on a brokerage basis. Have contacts with packing houses, chain stores, wholesale grocers, bakeries and canning companies.

D-6670—JOHN DUNN COMPANY, 811 South 17th, Omaha, Nebraska, would like to distribute gas electric and water appliances, motor, plumbing and wiring supplies of local manufacturers in Nebraska and surrounding states.



Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

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NOTES

from the Chamber's

WASHINGTON OFFICE

• FEDERAL HIGHWAY FUNDS FOR SAN FRANCISCO

One of the problems Congressman Richard J. Welch is diligently working on, which affects San Francisco directly, is one of Federal-aid for Highways. The Federal-aid Highway Act of 1944 provided a billion 500 million dollars to cover a three-year period.

Under Chapter 952 of the Statutes of 1945, in which a policy was declared by the Legislature of the State of California regarding the allocation of Highway Funds, a clause was written in expressly excluding the City and County of San Francisco. On the other hand, Philadelphia, Pennsylvania, is a City and a County and, according to the Pennsylvania State Highway Department, Federal Funds are allocated to Philadelphia. Denver is a City and a County, yet the Colorado Highway Commission allocates Federal Funds to Denver. Under the Kahn-Sutro Decision of 1896, San Francisco was declared to be a County and there appears to be no valid reason why San Francisco should not receive its fair share of Federal Highway Funds. San Francisco's share of these funds totals many hundreds of thousands of dollars and would mean a substantial savings on the tax rate.

We expect to report more on this as time goes on.

• EXTENSION OF EXPORT CONTROLS

During the War, it was found necessary by the Government to regulate the movement of goods from the United States in the export trade. At its peak, some 3,000 items were controlled and licenses to permit export were obtained through a succession of Government Agencies. The authority now rests in the Department of Commerce. The law covering Export Control is scheduled to expire June 30th.

Recently President Truman urged extension of export control, and hearings have been held in both Houses of the Congress covering this subject. The first concrete evidence of what might be expected from the Congress comes this week in a Report from a Subcommittee to the House Armed Services Committee in which they recommend:

1. That Export Control be extended for six months.

2. At the expiration of this six months' period, the President is to review the list of items then under control and, if found necessary, he can order further extension of controls through 1948.

There are now about 425 items under control.

Leo Cherne, National Economist, To Speak at Chamber Luncheon

Leo M. Cherne, executive secretary, Research Institute of America, Inc., will address a special luncheon meeting sponsored by the San Francisco Chamber of Commerce in the Rose Room of the Palace Hotel, Thursday, May 29.



LEO M. CHERNE
Executive Secretary, Research Institute
of America

• "This Summer Spells Trouble"

will be the subject of Cherne's talk. As executive secretary of the Research Institute of America, Leo Cherne directs a service that analyzes and interprets government regulations and actions for more than 30,000 business executives and members of the state and federal government.

In addition, Cherne, who was both a newspaper man and a member of the bar before he was twenty-one, is well-known as an author, news analyst and radio commentator and serves on the faculty of several educational institutions.

• In his dual capacity as economist and writer, Cherne visited Europe in 1946 to make a study of the economic conditions. In 1946, at the request of General MacArthur, he went to Tokyo to revise the Japanese tax and fiscal structure for presentation to the Japanese Diet.

He has contributed articles and reports to many national publications, in addition to writing a number of books, including "The Rest of Your Life," "Adjusting Your Business to War," and "M-Day and What it Means to You."

Cherne served as a member of the faculty of Georgetown University School of Foreign Service and is a lecturer at the New School for Social Research. He is a director of Americans United for World Organization and appeared before the Senate Foreign Relations Committee in support of the United Nations Charter.

He takes part regularly in Town Hall Meetings of the Air, University of Chicago Round Table and other forums.

Tenney will make the presentation on the stage of the Geary theater following the performance.

Two Airlines Given Additional Routes in C. A. B. Decision

San Francisco's position as a major West Coast air terminal was enhanced this week by Civil Aeronautics Board granting of additional routes into and out of the Bay Area to two of the nation's major airlines.

• The C.A.B. issued its decision in the reopened "West Coast Case" involving new air service between San Francisco and Seattle and new transcontinental service on routes of American Airlines and Trans World Airline.

Western Airlines service between San Francisco and Seattle will begin within 60 to 90 days, according to Jim Keefe, Western district manager.

C.A.B. has also authorized American Airlines to fly directly into San Francisco, thereby giving San Francisco the addition of one more transcontinental air carrier.

C of C Pays Tribute To Katharine Cornell

The San Francisco Chamber of Commerce tonight will pay tribute to actress Katharine Cornell as she concludes her one-thousandth performance of "The Barretts of Wimpole Street."

• George C. Tenney, acting president of the Chamber of Commerce, will present Miss Cornell with a bouquet of 200 carnations and a specially prepared card naming her an "Ambassador Extraordinary" of the San Francisco Chamber of Commerce.

New Applications for Electronics Proposed

Research to develop ten specific electronic devices for use in the food and lumber industries is being urged by the Electronics Section of the S. F. Chamber's Industrial Department.

● **Members of the Section** recently have been conducting a survey as to new fields for the application of electronics in industries centered in San Francisco. E. A. Whitehead, a General Electric Company engineer, and a member of the Section, recently summarized the following needed developmental projects:

● **I. Food Industry**

1. Electronic cooking of pre-cooked or semi-cooked foods required for bars and quick lunch eating places.

2. Electronic process controls for chemical and petroleum industry.

3. Electronic roasting of coffee (60% of the coffee in the United States is roasted in this area).

4. Electronic defrosting of frozen foods. A small portable unit is needed as well as a larger one for hotels and restaurants.

5. Electronic dehydration of prunes (the labor cost per ton of prunes dehydrating by sun drying requires approximately \$60 a ton, of which \$45 is direct labor).

6. Magnetic food traps to pull nails and other metallic and non-metallic particles out of all types of food products including baby food, apple sauce, etc.

● **II. Lumber Industry**

1. Dehydration of cut lumber to stimulate kiln drying.

2. Glue setting of plywood on production scale.

3. Automatic cut-off control for lumber mills.

4. Portable metal detector for saw mills.

Organizations which are interested in any of these needs are invited to communicate with the Chamber's Industrial Department.

First Task Force Here During Naval Reserve Week

San Francisco will play host to 29 vessels of the Navy's First Task Force during the observance of Naval Reserve Week, May 18-25.

● **Purpose of the observance**, which has been launched by official proclamations of President Truman, Governor Warren and Mayor Lapham, is to inform the public of the important work of the new civilian Naval Reserve and to encourage eligible young men to participate.

Headed by the battleship USS Iowa, the First Task Fleet is visiting San Francisco for a routine liberty and recreation period.

All ships except the USS Iowa are scheduled tentatively to be docked at piers, where they will be open to the public between the hours of 1:30 and 4:30 P.M. this week. The USS Iowa will be anchored in the Bay.

Campaign Launched in City to Encourage Wearing of Flowers

A two-day flower campaign devoted to encouraging San Franciscans to become "flower conscious" has been scheduled for next Tuesday and Wednesday, May 27 and 28, according to campaign chairman John E. Pickett.



JOHN E. PICKETT
Chairman, S. F. Flower Campaign

● **The two-day campaign**, sponsored by the Chamber in cooperation with the Retail Florists Association and the Retail Merchants Association of San Francisco, will feature free boutonnières to downtown shoppers.

Purpose of the campaign is to encourage San Franciscans to grow and wear flowers every day of the year.

Commenting on the campaign, Pickett said: "We're endeavoring to restore the old San Francisco custom of wearing flowers, especially those grown at home."

● **Representatives of the Florists Association** estimate that over 200,000 flowers will be given away during the two days of the campaign.

In addition to the flowers presented to customers at the downtown stores, flowers will be given to incoming and outgoing passengers at the municipal airport and all San Francisco street car conductors and motormen will wear flowers.

In the nation's capital, the Washington office of the Chamber is planning to present each member of Congress with a boutonniere. Accompanying the flower will be a card saying: "With the compliments of San Francisco—Flower Center of the World."

Million Dollar Project Launched Here

Construction of a million dollar printing, lithographing and stationery plant by A. Carlisle & Co. has been granted Federal authorization, according to the San Francisco Chamber's Industrial Department which has cooperated with the project's sponsors.

● **The new plant** will be located on Harrison Street between Second and Third. According to B. M. Carlisle, president of the company, the new three-story reinforced concrete building will provide a floor area of approximately 120,000 square feet.

H. C. Baumann is the architect and says present plans indicate completion of the new building by the spring of 1948.

A. Carlisle & Co., with its predecessor companies, will celebrate its 95th year by expanding its facilities to meet increasing demands for commercial and quality color printing and lithographing and stationery.

When the new plant is completed, approximately 350 persons will be employed.



A. CARLISLE & CO. PROPOSED PRINTING AND LITHOGRAPHING PLANT, HARRISON ST. BETWEEN 2ND & 3RD STS., SAN FRANCISCO

Alaska Steamship Service Decision Protested by Chamber

An intensified drive to obtain steamship service to Alaska from San Francisco, Los Angeles and Portland was launched this week by the San Francisco Chamber of Commerce through its Washington Office.

● The Chamber's action followed a U. S. Maritime Commission decision to sign an exclusive contract with four lines serving Alaska from Seattle, despite vigorous protests from California and Oregon chambers of commerce.

In its request for extension of the same favorable terms to California and Oregon ship operators, the Chamber declared that enabling legislation passed by Congress does not restrict aid to the Seattle lines nor bar other private operators from entering the trade.

An application for an Alaska route is now in preparation by a responsible California line, the Chamber revealed.

Joining with the San Francisco Chamber in the drive are Washington representatives of the Los Angeles and Portland chambers of commerce and members of the California and Oregon Congressional delegations.

Campbell of U. S. C of C In Bay Area on Tour

Kenneth H. Campbell, manager, World Trade Department, Chamber of Commerce of the United States, arrived in San Francisco last week to consult with world trade managers of chambers of commerce in the Bay Area.

● Campbell has been making a tour of chambers of commerce throughout the nation this year, acquainting world trade leaders with the trade program of the U. S. Chamber and discussing the local chamber's own programs in this field.

Commenting on the importance of the International Trade Organization to the future program of U. S. business, Campbell said, "There is a need for more interest in the international trade agreements program on the part of business leadership."

"I find that businessmen are thinking more in terms of the immediate problem rather than in long-range planning for the maintenance of a favorable international climate in which to continue to do business."

C of C Urges Safety Code Amendment

Changes in the State Health and Safety Code relative to tent fireproofing were urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● The Chamber action supported pending legislation to eliminate code provisions requiring the fireproofing treatment of tent tops or roofs.

Tent manufacturers, owners and users point out that fireproofing treatment overweights the tops and roofs, causing them to deteriorate, thereby creating great hazards.

The proposed amendment also prohibits the use of inflammable waterproofing solutions on tents.

Daniel E. Koshland, chairman of the Apparel and Textiles Section of the Chamber, said that "such solutions create danger factors and have caused the only two bad fires in which tents were involved."

O. C. Hansen Appointed to National Commerce Post

Appointment of O. C. Hansen, managing partner, Frazar & Hansen, Ltd., San Francisco, as a member of the Small Business Advisory Committee was announced last week by Averill Harriman, Secretary of Commerce.

● Hansen, a former president of the San Francisco Foreign Trade Association and present member of its Executive Committee, will act as chairman of the International Trade Sub-committee of the Small Business Advisory Committee.

The next meeting of the Advisory Committee will be held in Washington on May 26 and 27.

Founding of Mission San Jose Celebrated

Mission San Jose will observe the 150th anniversary of its founding with a three-day celebration beginning May 31.

● Highlight of the Sesquicentennial celebration will be a parade of floats. Communities are invited to enter floats depicting their historical backgrounds. A trophy will be awarded for the best float.

INDEPENDENT RETAIL STORE SALES

March sales of independent retail stores in San Francisco were up 17 per cent over last March and 19 per cent above February, 1947, according to a study released by the San Francisco Chamber of Commerce.

● The report, which was issued by the Chamber's Research Department, was based on findings by the U. S. Bureau of Economic Warfare.

The first quarter of 1947 revealed an increase of 13 per cent over the same period last year in San Francisco.

Sales in Los Angeles were up 23 per cent over last March and the first quarter of 1946; in San Diego 18 per cent and 12 per cent respectively; in Long Beach 13 per cent for both periods; in Oakland 17 per cent and 19 per cent respectively; and in Sacramento 25 and 34 per cent respectively.

A study of sales in other Pacific Coast cities shows an increase of 17 per cent and 26 per cent in Portland; 19 per cent for both periods in Seattle; and 3 per cent and 14 per cent in Tacoma.

The trend of sales by kinds of business in Los Angeles and San Francisco is shown in the table below.

Kind of Business	LOS ANGELES			SAN FRANCISCO		
	3/47 Comp. 3/46	1st Quar. 47 1st Quar. 46	3/47 Comp. 2/47	3/47 Comp. 3/46	1st Quar. 47 1st Quar. 46	3/47 Comp. 2/47
Total	23	23	14	17	13	19
Food Group	10	8	3	15	15	11
Groceries and Combination Stores	13	12	11	10	14	12
Grocery Stores (without Fruit and Meat)	5	7	11	14	15	13
Combination Stores (Groceries, Meats)	22	17	10	1	10	10
Meat Markets	2	4	3	55	44	5
Fruit Stores, Vegetable Markets	-3	8	1	21	66	31
Delicatessen Stores	1	9	3	16	14	16
Eating and Drinking Places	-6	-3	6	-8	-7	7
Restaurants, Cafeterias, Etc.	-6	-2	6	-7	-4	6
Lunch Counters, Refreshment Food Stands	-1	0	12	-7	-9	8
Drinking Places with Meals	-7	4	4	-7	-10	10
General Merchandise Group	13	14	19	17	12	27
Department Stores	13	13	19	17	12	27
Dry Goods and General Merchandise	37	16	33	-3	4	13
Apparel Group	10	5	20	11	7	30
Men's, Boys' Clothing and Furnishings Stores	-10	-13	18	28	18	34
Family Clothing Stores	26	20	19	9	5	33
Women's Ready to Wear Stores	5	1	26	1	0	-30
Shoe Stores	6	2	24	2	49	3
Custom Tailors	0	-18	8	-5	7	-9
Furriers, Fur Shops	-14	-13	-9	-14	1	-30
Furniture-Household-Radio Group	13	36	2	39	31	16
Furniture Stores	25	33	4	36	27	15
Radio Household Appliance Dealers	87	114	-1	59	66	20
Lumber-Building-Hardware Group	33	33	3	28	24	9
Lumber-Bldg. Materials Dealers	47	37	3	30	25	6
Hardware Stores	8	24	17	27	24	16
Automotive Group	148	112	17	88	66	21
Motor Vehicle Dealers	152	120	17	141	91	24
Accessory, Tire, Battery Dealers	1	-1	14	-7	-5	10
Filling Stations	0	3	10	1	10	11
Drug Stores	1	2	6	17	14	8
Liquor Stores (packed goods)	-14	-6	11	-16	-13	7
Jewelry Stores	9	1	21	-21	-23	23
Florists	-2	1	-5	-6	-7	-6
Bakeries, Caterers	25	19	4	1	-17	14

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6671—PAUL S. ANDERSON COMPANY, 672 West Washington Blvd., Los Angeles 5, California, seeking salesmen or sales organization to handle gifts, housewares, stationery supplies and advertising novelties in this area.

D-6672 UNX INDUSTRIES, INC., 50 Church Street, New York 7, New York, a national sales organization seeking a representative in this area for their electrical specialties that are handled by drug, department, electrical and variety stores. Pay commission.

D-6673—CONCENTRATED FOODS, INC., 2 Broadway, New York 4, New York, seeking a distributor for their Chinese seasoning powders.

D-6674—ZENITH SALES COMPANY, 77 Summer Street, Boston 10, Massachusetts, would like to represent local manufacturers in the six New England states. They call on jobbers, department and chain stores.

D-6675—FREDERICK E. BECKER AND ASSOCIATES, 1132 N. W. Glisan Street, Portland 9, Oregon, seeking a manufacturers' representative for their anchor drug, used by farmers, builders, contractors, utility companies and airports. Offer exclusive territory and pay commission. Would call on wholesale hardware and implement jobber.

D-6676—TRIBOR QUILT MANUFACTURING CORP., 568-74 Broadway, New York, New York, manufacturers of infants' wear, interested in a resident salesman that has established office and showroom in this city.

D-6677—BOWMAN MANUFACTURING COMPANY, Rear 1510 Arch Street, Little Rock, Arkansas, seeking a manufacturer's agent for their baby gates and floor furnace guards.

D-6678—ROLLINS ENGINE COMPANY, Nashua, New Hampshire, seeking an agent in this area for their steam engines, hydraulic presses, packaging machinery, etc.

D-6679—RUBBER FABRICS COMPANY, 257-265 Fourth Avenue, New York City 10, New York, desire a sales representative for their coated fabrics, artificial leather, suedes, rubberized sheetings, supported and unsupported plastic film, etc. Would call on manufacturers of rainwear, jackets, luggage, auto seat covers, etc.

D-6680—REPUBLIC POWDERED METALS, P.O. Box 5430, Cleveland, Ohio, looking for a representative for their aluminum roll roofing, would call on roofing material, hardware, paint and building supply companies. Commission basis.

FOREIGN TRADE TIPS

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IMPORTS

7055 MEXICO—Crescental S. A., Aptdo. Postal 22, Nogales, Sonora, offers several cars of peduro and fax seed.

7056 MEXICO—Articulos Regionales, Pedro Puig Font, Oriente No. 208, Tehuacan, Puebla, offers native palm products, such as cigarette cases, bags, sandals, etc. Also, ash trays, ink wells and figurines carved from marble.

7057 MEXICO—Arturo Pena, Frente al Panteon Municipal, No. 1, Oaxaca, Oax., offers mosaics, marble, artificial granite and native onyx, rough or carved, suitable for bathrooms, pantheons, temples, mausoleums, etc.

7058 PORTUGAL—Euro-Altura, Lda., 35 Ave. da Liberdade, P.O. Box 381, Lisbon, offers sardines and tuna fish in olive oil, dried fish and vegetables, fruits, nuts, hazelnuts, figs, etc. from Portugal, Spain, Portuguese Africa and Morocco.

7059 SIAM—Seng Kee, 608 Tuke Khao, Dhonburi, Bangkok, offers hides, skins, gum benzoin and damar, gamboge, sticklac, shellac, coconut, castor and vegetable oils and Morocco.

7060 SPAIN—Soc. An. Iberica Mediterranea, Avda. Jose Antonio 27, Madrid, offer hides, skins, gloves, shoes, footwear, canned fish, olives and olive oil.

7061 SWITZERLAND—Rodrigo H. H. Boettner, Sihpoxbox 84, Zurich, offer a complete line in textiles.

EXPORTS

7062 AUSTRALIA—Mercantile Import & Export Pty. Ltd., 149 Castlereagh St., Sydney, import goods needed in Australia and export native manufactures and products.

7063 CANADA—W. K. Buckley Ltd., 559 College St., Toronto, Ontario, manufacture and sell cough and cold remedies. Would like to appoint an agent or a representative here. Interested in American foot preparations, hair tonics and dressings, and other lines provided they are allied to the drug trade.

7064 GERMANY—Karl-Ernst Zippel, c/o Messrs. Emil Lorenz & Co., (24) Hamburg 11, Hopfenack 6, (British Zone), wants contact with exporters and manufacturers to import export general merchandise.

7065 GERMANY—Theodor Habers, Altendorf-Dorsten 1, Westf., exports imports general merchandise, especially bakery products, such as pumpernickel, fruit cakes, etc.

7066 GERMANY—Sorgel & Timmermann, Postfach 44, Bremen (American Enclave), want foodstuffs, textiles, rugs, mats, brushes, oils, etc. (long list on file); offer: healing soil (humus) and razor blades (Solingen). Seek mutual representation.

7067 GERMANY—M. A. E. Drossmann, Berlin-Tempelhof, Richthow 7, Berlin, wants contacts with manufacturers or exporters interested in an exchange of goods with Germany. Interested in metals, paper, textiles, chemicals, drugs, seeds, oils, foodstuffs, leather, brushes, cellulose, etc. (see list on file).

7068 GERMANY—Gebrüder Siepmann G.m.b.H., Karl-Schurz-Strasse 50, Bremen (American Enclave), export import general merchandise.

7069 GERMANY—Richard B. J. Larsen, (22-a) Buerger-Meerstrasse, Emselhof 2, wants ironing, North-West-German, British Zone, buys, sells lumber, timber, steel, iron, hardware, all kinds of machinery, electrical equipment, etc. Interested in representation.

7070 INDIA—Gerdhans & Co., 66 A, Sheikh Memon Street, Bombay 2, wants complete line of textiles including cut pieces and general merchandise as sold by department stores. Offers raw cotton, cotton seeds, seeds in general, tea, etc.

7071 INDIA—Kundan Hukan & Co., 47 Lawyers' Chambers, Pickett Rd., Bombay 2, wants ironing, textiles, radios, electric goods, etc. Offer native products. Interested in representation.

7072 ITALY—Dr. Silvio De Luca, Via delle Tre Madonne 14, Rome, offers native products and manufactures and is interested in agricultural implements, fountain pens, frigidaire, fur, hides, textiles, typewriters, etc., merchandise in general. Consider representation of American firms.

7073 JAPAN—K. Sakai & Co., Ltd., Hosono Bldg., 4-Chome, Nishinagahori, Osaka, offer camphor, menthol, agar-agar, vegetable wax, cotton waste rug, embroideries, linenware, toys, Christmas decorations, mink skins, bamboo products (fishing poles, umbrellas, rakes, etc.), want all kinds of textiles and woollens, used clothes for men and women.

7074 JAPAN—Kumori Engineering Works, Ltd., 123 Utsunohicho (N. Koku), Matsuyama, Hyogo Pref. (P.O. Box 2, Mikage) Uozaki, offer marine auxiliary engines and electric refrigerators, electric washing machines, vacuum cleaners, wire fencing, etc. Want all kinds of refrigerators and accessories, (expansion valve, thermostat, etc.); also machine tools, air and hunting guns, hardware, electric household items.

7075 JAPAN—Ishida Trading Co., Ltd., No. 1, Mikikamaghi, Hachioji, offer paper and stationery, textiles, ready made garments, table linen, toys, buttons, electric goods, glassware, porcelain, etc. Want: soaps, canned goods, foodstuffs. Interested in representation.

7076 MALAYAN UNION SINGAPORE—Swee Ann, No. 4-A Prince Street, Post Box 589, Singapore, want and offer a long list of merchandise. Detailed list and code words on file.

7077 PERU—Dr. Lipovich & Co., Casilla 1710, Lima 560, oficina 251, Lima, offer coal and clean anthracite. Wants nuts and tin plate for fish industry; also canning machinery either new or used.

REPRESENTATION—DISTRIBUTORSHIP—AGENCY

7078 BRAZIL—Guido Wolf, Caixa Postal 11, Belem, Para, wants to hear from parties interested in being represented in Belem for general merchandise, machinery, automobiles, trucks, tractors, industrial chemicals, etc.

7079 CZECHOSLOVAKIA—Reditelvi Statnich Lazni, Piestany, this famous spa seeks a West Coast representative for its well-known radio-active mud, which is used for curative purposes.

7080 DOMINICAN REPUBLIC—Nemesio Dominguez R., Isabel la Católica No. 82, Ciudad Trujillo, D.R.S., seeks to represent manufacturers of the following: textiles (cashmere in palm beach, etc.); hosiery; pharmaceutical products, hardware, barbed wire, corrugated zinc, chinaware, etc.

7081 FRENCH INDOCHINA—Ets. Phuong-Hoa, 123 Lagratiere 123, Saigon, wants to represent manufacturers of textiles, novelties, groceries, hardware, tobacco products, etc. Prefers French correspondence.

7082 GUATEMALA—John H. Kerr & Co., S. on C. San Juan, seeks an active representative, preferably with knowledge of electricity, to introduce in California their Electric Heater and Shower, "The Marvel of the Century." Picture and details on file.

7083 SPAIN—Esteve y Cia, S.L., Palafuergell, Gerona, seek a representative for their natural cork and cork products. It should interest bottlers of wine, liquor dealers, bottlers, chemists, etc.

National World Trade Executives Speak Here

Two executives of the National Foreign Trade Council were guest speakers at last week's meeting of the San Francisco Foreign Trade Association.

Wilbert Ward, vice president, National City Bank of New York, and **William S. Swingle,** executive vice president, National Foreign Trade Council, Inc., discussed the subject, "Implementing our Foreign Trade Policy."

Following the meeting the speakers met with members of the various world trade committees of the San Francisco Chamber of Commerce.





Bay Region Business

PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, May 29, 1947

Number 22

NOTES

from the Chamber's
WASHINGTON OFFICE

REPORT ON MANDATED ISLANDS

Many months ago a group of specialists from a number of Federal Agencies, including Agriculture, Commerce, Navy, and the United States Commercial Company, made an exhaustive investigation of the mandated islands of the Pacific, including the Marianas, the Carolines, and the Marshall groups, the three groups comprising approximately 1400 islands. These studies included the geography, topography and geology of the islands, their agricultural, mineral and other commercial possibilities. To date, the results of these studies are still in manuscript form.

Efforts are being made now by certain California Congressmen, working in cooperation with the Washington Office of the San Francisco Chamber, to bring about the publication of this voluminous mass of data in order to provide a set of facts readily available to all business people interested in the expansion of their business throughout the Pacific Basin. These Islands were purchased by Germany from Spain in 1899 and were mandated to Japan after the First World War.

ALASKA

The manager of the Washington Bureau has had numerous occasions to meet with Governor Ernest Gruening of Alaska who will shortly return to Alaska after a number of weeks in Washington appearing before the numerous Commissions and Committees.

A great many problems confront the Territory of Alaska which are of interest to this Chamber and which the Chamber desires to assist in solving; they include transportation, communications, and the development of vast natural resources. As one example: Forestry experts have declared that the forest stand of that area can produce one million tons of pulp paper annually on a perpetual basis. At present prices, this would be an 85 million dollar venture and would go a long way in assuring a constant cargo between the Pacific Coast and Alaskan Ports.

It is expected that Governor Gruening will visit San Francisco later this year for the purpose of discussing Alaskan problems with transportation, financial, and other business leaders.

CHAMBER HONORS CORNELL



Left to right: C. P. Tanner, assistant general manager, San Francisco Chamber of Commerce; George C. Tenney, acting president of the Chamber; actor Brian Aherne; and actress Katharine Cornell. Occasion was the one-thousandth performance of "The Barretts of Wimpole Street," at which Miss Cornell was presented a bouquet of roses and a special card naming her an "Ambassador Extraordinary" of the Chamber.

Foreign and Domestic Crises Foreseen by Cherne

This summer will bring two major political and economic problems to Europe and America, according to Leo M. Cherne, executive secretary, Research Institute of America, Inc.

Cherne, a nationally-known economist and writer who directs a national business service, is in San Francisco to address a luncheon sponsored by the San Francisco Chamber of Commerce today in the Rose Room of the Palace Hotel.

An economic and political crisis that is far graver and more far-reaching than most Americans realize will arise in Europe, Cherne predicts, while difficulties following too high prices will rise on the domestic scene.

Says Cherne, "The Truman doctrine will involve us in many places other than Greece and Turkey before the year is out. One of the real difficulties may prove to be France, with

McKee to Be in S. F.

Frank McKee, manager of the Washington Office of the San Francisco Chamber of Commerce, will arrive in San Francisco June 7 for a two weeks visit.

While here McKee will consult with Chamber members and other groups in the region on their Washington problems.

American money not adequate to turn the trick."

At the moment Cherne regards France and Italy as perhaps as critical and far more important than problems in Greece and Turkey, "because there are strong possibilities in both cases that economic and political difficulties may produce a situation in which the Communists can operate effectively."

Commenting on domestic issues, Cherne said, "This is the moment for government, business and labor to get together and by agreement determine upon a more favorable price policy. We would undoubtedly be better off if prices came down gradually now than if they came down precipitously six months from now." Cherne does not foresee "any extensive depression," although he does prophesy "difficulties in some business lines."

THE IDAHO DAILY STATESMAN

Boise, Idaho, Saturday Morning, May 3, 1947

1st Year, 282nd Issue

Coast Chamber Group Hears Story of Idaho

Union Pacific Agent Is Principal Speaker At Merchants' Lunch

Five members of the Chamber of Commerce here today heard a story that was told by a Union Pacific agent, who was in Idaho for a general agent of the Union Pacific Railroad. The speaker, who was identified as Mr. J. H. Smith, of the Union Pacific Railroad, told the story of the railroad's history in Idaho. He said that the railroad had been in Idaho since 1882, and that it had been a great help to the state. He said that the railroad had been a great help to the state in many ways, and that it had been a great help to the state in many ways. He said that the railroad had been a great help to the state in many ways, and that it had been a great help to the state in many ways.

Before his departure by plane this afternoon returning to San Francisco, Mr. Smith, who is a member of the Chamber of Commerce here, will be accompanied by his wife and daughter. He will be accompanied by his wife and daughter.

Smith is a member of the Chamber of Commerce here, and he is a member of the Chamber of Commerce here. He is a member of the Chamber of Commerce here, and he is a member of the Chamber of Commerce here.

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Salt Lake Telegram

SECOND SECTION

SALT LAKE CITY, UTAH, WEDNESDAY EVENING, APRIL 30, 1947

PAGE 11

Coast Visitors Tour Geneva

Nine San Francisco men to Provo Wednesday night for a special inspection of Steel Co. as part of a good-will tour of the west.

Members of the domestic committee of San Francisco, who are on a tour of the west, arrived in Salt Lake City Thursday and departed from here early Wednesday for the plant.

Here primarily to "get the story" and to promote mutual interest among all participants in the coast tour.

The

Salt

S. F. CH DELEGA

San Francisco men as hard as Salt Lake City men to visit the coast, only from it as much as area nine members of the coast tour.

WESTERN UNION

RADIO LOG
PAGE 10

SECOND SECTION

The Salt Lake Tribune

SALT LAKE CITY, UTAH, WEDNESDAY MORNING, APRIL 30, 1947

S. L. Welcomes
Eight Coast
C. of C. Visitors

Rearing the verbal standard "Let's Get Acquainted" an eight-member domestic trade committee of the San Francisco Chamber of Commerce Tuesday night arrived in Salt Lake City for a two-day goodwill tour.

Here primarily to promote "radio-lectures" among western states, the group will tour Salt Lake City and environs and will make a special trip to Provo for an inspection of Geneva Steel Co.

Frank K. Runyan, president of Western Merchandise Mart, and chairman of the committee which also includes R. R. Rosenbater, vice president, Knickerbocker Manufacturing Co., J. J. Swaffell, apparently chairman, Western Electric Co., E. A. Erickson, vice president, Schwabacher-Pry Co., New York, J. J. Dickey, vice president, The Iron Age Co., P. Tanner, assistant general manager, San Francisco Chamber of Commerce, and Carroll A. Dwyer, manager, domestic trade department, San Francisco Chamber of Commerce.

They officially were greeted at Salt Lake municipal airport by Weston E. Hamilton and Fern H. Schramm, assistant secretaries of Salt Lake City Chamber of Commerce, and later to Hotel Utah by Chas. P. Backlund, executive secretary of the chamber.

Mr. Runyan described the visit as an "effort to form a platform of collective action" — a platform of collective action.

ker Says
operate

communist hearing. Mr. Runyan recommended two: rotating cooperation of clearing up chambers of commerce and trade associations in support of western endowments; second, to encourage legislatures to work toward being sympathetic to western.

Evening Statesman

Boise, Friday, May 2, 1947

Price Five Cents

San Francisco
C. of C. Group
Stops in Boise

Trade Committee
Attends Luncheon,
Makes Valley Tour

A San Francisco chamber of commerce western trade committee stopped in Boise today, and the members were guests of Boise hotel merchants at an Owyhee hotel luncheon.

The delegation will remain in the area two days visiting Owyhee, Nampa, Parma, Wood, Caldwell and Nampa.

At the luncheon here, Ray L. Johnson, general agent for the Idaho Pacific railroad, reviewed the story of recent industrial development in the valley.

Denver

MAY 15, 1947

et News

Friday Evening, April 30, 1947

OF COMMERCE
ITS UTAH AREA

chandise Mart, the group includes E. R. Rosenbater, vice president, Knickerbocker Manufacturing Company, J. J. Swaffell, apparently chairman, Western Electric Co., E. A. Erickson, vice president, Schwabacher-Pry Co., P. Tanner, assistant general manager, San Francisco Chamber of Commerce, and Carroll A. Dwyer, manager, domestic trade department, San Francisco Chamber of Commerce.



IN ACTION!

April Industrial Expansion . . .

—By the Chamber's Industrial Department

Forty-nine new plants and 48 expansions to aggregate \$9,273,800 in expenditures were tabulated for Northern California (48 counties) during April by the Chamber's Industrial Department. The new plants will cost approximately \$1,790,000 while expansions will represent \$7,483,800 of the total outlays.

● **The Bay Region** (12 counties) accounts for 38 of the new projects to cost \$1,120,000 and 38 expansions totaling \$7,124,800. Bay Region industrial development projects for the first 4 months of this year add up to 116 expansions at \$21,860,300 and 162 new ventures to cost \$20,307,500, or a total of 278 projects with expenditures of \$42,167,800. This figure exceeds the amount tabulated during the first four months of 1946 by over \$7,600,000, although there have been 257 fewer projects tabulated so far this year.

San Francisco will account for 7 of the April expansions to cost \$2,631,000 and provide about 1,100 new jobs, and 10 of the new plants to total outlays of \$155,500 and create approximately 30 factory jobs.

April projects summarize as follows:

● Northern California		
48 expansions	\$7,483,800	
49 new plants	1,790,000	
● Bay Region		
38 expansions	\$7,124,800	
38 new plants	1,120,000	
● San Francisco		
7 expansions	\$2,631,000	
10 new plants	155,500	
(to create 1,142 new jobs)		

Among the important Bay Region projects tabulated for April are:

- **Western Crown Cork and Seal Company**, Bay Shore Boulevard, San Francisco, is preparing plans for a new \$1,750,000 bottle cap manufacturing plant on site purchased several years ago. The new plant will add approximately 1,000 new jobs to company's payroll.
- **A. Carlisle & Company, Harrison** at 2nd, San Francisco, will start construction of new \$500,000 lithographing plant. Plant will create 100 new jobs.
- **Henry F. Boudé Publications, Inc.**, 35 Dolores Street, San Francisco, will remodel building and install new equipment for removal and expansion of their printing plant. Project will cost \$180,000 and provide 5 new jobs.
- **California & Hawaiian Sugar Refining Corporation**, Crockett, will construct large addition to their plant to facilitate handling and storage of sugar.
- **Collett-Week-Niehecker, Inc.**, Linden Avenue, South San Francisco, will consolidate vitamin and poultry feed manufacturing operations at this address. Project will cost \$250,000 and add 10 new jobs.
- **Palo Alto Times**, Lytton Avenue and Ramona Street, Palo Alto, preparing plans for new \$150,000 publishing plant and radio station.
- **Levy & Zentner Corporation**, 3rd & 16th Streets, San Francisco, building new 70 x 300 ft. fruit processing plant to cost \$85,000.
- **Bernards, Inc.**, 165th Avenue & E. 14th Street, San Leandro, will construct new cream confection manufacturing plant to cost \$28,000.
- **G. B. Meda**, Kawana Avenue, Santa Rosa, started construction of cement block and concrete winery, first addition to cost \$10,000.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below. For further information call EXbrook 4511, Ext. 70. Also included are notices of the arrivals of foreign vessels in San Francisco or other ports of the United States.

VISITORS

7087 A. GUATEMALA W. L. Merrill, Central American Export and Import Sales Co., Guatemala, wants food products, drugs, furniture, leather, hardware, flour, cereals, etc. from manufacturers or wholesalers. Call World Trade Dept., Ext. 70.

7089 BELGIUM—Maurice Boes, representing Soc. Com. Boest Freres, S. A., 18 Quai Ste. Aldgonde, Antwerp, wants fresh, dried, dehydrated or canned fruits, vegetables, fish, meat and processed food specialties. Call Hotel Plaza, Sutter 7200 until June 1st.

7090 BRAZIL—Carmen Malafaja, Rio de Janeiro, wants to represent manufacturers or exporters dealing in general merchandise. Call Tuxedo 4830 or 1344-A Chestnut Street, San Francisco.

7091 CHINA—Giovanni Canetti, Gen. Mgr. of M. L. Conrad, 110 Szechuen Rd., Shanghai, offers native products such as bristles, oils, etc. Wants metals, paper, chemicals, machinery, electric items, etc. Interested in representation. Write to Shanghai.

7092 COLOMBIA—Antonio Duque G. Apido, Aereo 476, Edificio Banco de Bogotá, Bogota, wants fresh, dried, canned fruits, vegetables, fish, meats, and foodstuff; also, hardware, tools, construction material, pottery, chinaware, glazed tiles, electrical items, dental equipment, etc. Write Medellin.

7093 HONDURAS—Rogee J. Rivera, Gen. Mgr., Rivera y Cia., Calle La Merced, Tegucigalpa, D. C., wants all textiles, wines and liquors, foodstuffs, canned fish and meat, hosiery, cosmetics, chemicals, drugs, cereals, etc. Interested in representing manufacturers or wholesalers of the above. Write to Honduras.

7094 INDIA—M. S. Patel, Director, Patel Electric Co., Ltd., Lohar Street, Bombay 2, wants electric items, transmission line materials, iron conduits, fluorescent tubes and fixtures, hardware, tools, pumps, fans, building material, etc. Write to Bombay.

7095 INDIA—S. A. Pannu, rep. Rowe & Co., Ltd., Sakinaka City, imports-exports a complete line of sporting goods, articles and clothing. Garfield 2865 until May 21st. Call Cartwright.

7096 SWITZERLAND—Henry A. Sarasin, rep. Otto Gmür, Ltd., Import-Export, Rorschach, wants all kinds of household articles, machines and appliances, abaca, hemp, raw materials for perfumes, pharmaceuticals, etc. Offers general merchandise, and Swiss quality products. Write to Switzerland.

7217 CANADA—Ucan Distributors, 11 Garnock Ave., Toronto, Ontario, are interested in mechanical specialties, hardware, tools, machinery, etc. Seek agency also. Write 1251 Santa Clara St., Santa Clara, Calif., until May 31st.

EXPORT

7097 AFRICA—Kurt Leysner, P.O. Box 2609, 126 Buitengracht St., Cape Town, wants large quantities of used and new overprinted or wrongly printed 100-lb. cotton bags. Requests cabled quotations.

7098 ARGENTINA—Guillermo Ospina, Apartado 3056, Buenos Aires, wants plastic materials for construction. Interested in representation.

7099 ARGENTINA—Nicolas O. Donadio, No. 2335 Jose Bonifacio, Buenos Aires, wants bookbinding machinery and machinery or tools pertaining to said industry.

7100 AUSTRALIA—N. Z. Fish Distributors Pty. Ltd., Lanark House, 148 Philip St., Sydney, import merchandise in general, especially all sorts of canned goods, essential oils, etc. Interested in mutual representation.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Will Williams, Editor. Telephone EXbrook 4511. (Subscription, One Dollar a year. Entered as Second-Class matter April 26, 1944, at the Post Office at San Francisco, California under the act of March 3, 1879.

S. F. Students Win World Trade Week Poster Contest

Three San Francisco students received cash prizes for their winning posters in a World Trade Week Poster Contest held in the city's public and private schools, according to an announcement by R. E. Waterlow, World Trade Week Committee chairman.

● **Winners** of the contest, which was conducted by the San Francisco Junior Chamber of Commerce, were: Beverly Schmidt, Lowell High School, 1st prize; Angelina Azzolino, Everett Junior High School, 2nd prize; and Paul Rasmussen, Lowell High School, 3rd prize.

Prizes of twenty-five, fifteen and ten dollars were given to the winning students at a ceremony last week in the San Francisco Chamber of Commerce. Present were the judges: Beniamino Bufano, San Francisco Art Commission; Bruce Bowring, head artist of the San Francisco News; and Alessandro Baccari of the Mona Lisa Art Gallery.

Theme of the contest centered around the importance of world trade in the national economy. The posters were judged on the basis of originality, significance and artistic value.

The winning students were honored at the National Maritime Day Luncheon at the Commercial Club Thursday.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lists of men-hands for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6681—PARK SPRINKLER MANUFACTURING COMPANY, 699 West Forsyth Street, Jacksonville, Florida, seeking manufacturer's agent or jobber representation for this area for their garden sprinklers. Exclusive sales territory.

D-6682 HALLAM AND HEAV, Inc. 520-522 Huron Sixth Building, Cleveland 15, Ohio, desire a distributor for their auto self locking gas cap. Would call on automotive specialty dealers.

D-6683 WHITE'S, 1437 W. Madison Street, Chicago 7, Illinois, would like to represent local manufacturers of artwork, gifts and novelties in Illinois, Indiana and Wisconsin. Call on department stores, gift shops and floral trade.

D-6684 ALLIED MANUFACTURERS' REPRESENTATIVE COMPANY, 704 South Spring Street, Los Angeles 14, California, seeking a jobber in their "Harial car hanger."

D-6685 LANKO INDUSTRIES SALES DIVISION, 6754 Tait Avenue, Detroit 8, Michigan, desire a distributor in this area for their "telephone secretary," a nod and pencil that fit under the telephone.

D-6687 JENNWOOD SALES, 1109 Merchants Mart, Chicago 54, Illinois, would like to represent local manufacturers of housewares and small electrical appliances in the Chicago area.

D-6688 ADCO INDUSTRIES, 1413 Electric Building, Fort Worth 2, Texas, interested in acting as a manufacturers' representative for local manufacturers in the Texas, Oklahoma and Louisiana area.

Contact wholesale hardware, automotive, electrical and machine supply houses and large industrial users. **D-6689 SALES ENGINEERS, INC.**, 512 Tabor Building, Denver 2, Colorado, would like to represent local manufacturers in the Rocky Mountain area. Have contacts with chemical engineering, electrical and industrial fields.



Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, June 5, 1947

Number 23

General Business Activity

Thumb Nail Sketch: by the Research Department

• TREND

April business activity in San Francisco as measured by our Index at 219.7 was 5.4% above last April and the first four months averaged 9.3% above a year ago.

San Francisco items on the "up side" during April, compared to last April, included value of all building permits issued, bank debits, commercial placements in the employment field; airport traffic, bridge traffic, shipping, manufacturing employment and payrolls, electrical energy and gas sales, water connections, and receipts of butter, calves and hogs. Items on the "down side" in April were number of new residential building permits, real estate sales, postal receipts, air mail loaded, stock exchange transactions, fruit and vegetable receipts, and increase in commercial failures and increase in living costs.

• EMPLOYMENT

During April 3,380 placements were made, with the industrial group accounting for 2,318 and commercial for 1,062. Industrial placements for the first four months were off 18.4% compared to last year, but commercial placements were up 6.8%. Unemployment insurance claims in San Francisco at the end of April totaled 22,756. Of these 5,290 were commercial, 16,959 industrial and 507 maritime. In March the total was 22,361, of which 4,319 were commercial, 17,306 industrial and 736 maritime. By the middle of May the total claims, however, had declined to 20,934 with commercial accounting for 4,137, industrial 16,111 and maritime 686.

EMPLOYMENT CLAIMS IN SAN FRANCISCO

	Number 3,147	Percent from 4.47	Percent of State 5.147
Total Claims	22,756	1.8	7.9
Initial	2,424	-0.8	10.0
Continued	14,264	6.7	7.7
Compensable	12,954	9.9	7.7
Veterans:			
Initial	280	-33.6	6.0
Continued	5,828	-5.5	4.3
Unemployment Insurance			
Exhausts	324	0.6	6.4
Total Population (Jan. 1, 1947)...	812,400		8.6

• TRADE

April retail department store sales in San Francisco and San Francisco-Oakland Metropolitan Area were at the same level as last April, but the four months' cumulative sales were up 7%. Central Valley sales were up 11% and 14% respectively, with Stockton reporting the most marked gains in the State with sales up 21% and 25%. Northern California sales were 8% and 11%; Southern California sales 1% and 10% respectively. April sales in California were 2% above last April and 10% for the four months, with the Twelfth Federal Reserve District sales up 4% and 11%. Independent retail store sales in San Francisco, according to the latest available Census Bureau reports, were up 13% during the first quarter. Merchant wholesalers sales on the Pacific Coast during the first quarter, according to the Census Bureau, were 24% above the same period last year. March sales were up 26%.

San Francisco bank debits during April amounted to \$2,016,024,000 were up 10.9% above April a year ago, compared to the cumulative to \$8,281,082,000 which was 12% above the same period last year. Bay Area transactions were up 11.8% during April and 12.9% for the four months' period.

• MANUFACTURING

April employment of production workers in the manufacturing industries in the Bay Area reached 122,000 compared to 119,500 in March and 106,500 last year, according to the State Department of Industrial Relations. Durable goods group accounted for 65,600 and non-durable goods group for 56,400. Employment of production workers during the first four months averaged 32.8% above the same period last year.

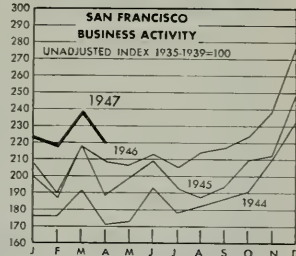
April payrolls topped April last year by 21.8% and the four months' average was up 48.4%. Average weekly earnings during April amounted to \$55.43 compared to \$55.18 in March and \$51.29 in April last year. Average hourly earnings amounted to \$1.421 in April compared to \$1.420 in March and \$1.304 in April last year. Average hours worked per week amounted to 39.0 in April compared to 38.9 in March and 39.3 in April a year ago.

April Bay Area industrial developments included 76 plants with outlays of \$8,244,800, according to the Chamber's Industrial Department. Of these, 38 were new plants costing \$1,120,000 and 38 expansions with outlays of \$7,124,800. The four months' cumulative was 162 new ventures to cost \$20,307,500 and 116 expansions with outlays of \$21,860,400, bringing the combined projects to 278 with expenditures of \$42,167,900.

• TRANSPORTATION

Freight car movements in San Francisco during April totaled 23,494 compared to 25,251 last year. The first four months' cumulative amounted to 95,273 compared to 90,565 last year, or an increase of 5.2%. Freight car movements in the San Francisco-Oakland switching limits during April totaled 52,770—practically the same as last April. The four months' cumulative of 210,747 cars reported an increase of 1.9%.

San Francisco Airport traffic during April established a new all-time monthly high with 4,994 passengers and cargo traffic 18.4% above a year ago. Passengers arriving and departing during April reached 71,636 not a new high but an increase over last April of 14.3%. Number of air express shipments were 1.3% below a year ago and air mail loaded dropped off 26.3%. Vessel arrivals during April averaged more than 10 a day and reached a total of 325 or 18% above last year. Departures totaled 324 and were 39.0% above a year ago.



• CONSTRUCTION

Building permits issued during April in San Francisco numbered 624 and amounted to \$2,824,324. Residential permits accounted for 182 valued at \$1,572,145, and non-residential permits numbered 162 valued at \$477,470; and additions, alterations and repairs for 425 with value of \$144,709. Starts were reported made on 4,870 privately financed dwelling units in the Bay Area (5 Counties) during the first quarter compared to 3,980 during the same period last year, according to the Regional Office of the Housing Expediter.

The average Bay Area cost of new single-family dwelling units, exclusive of land and site improvements, authorized in January 1947 amounted to \$8,076, February \$8,432 and March \$8,260. Of the new dwelling units authorized, 85% were single-family units and 15% other types; also 88% of the total were for sale or for owner-occupancy, and 12% for rent. Of the dwelling units for sale or for owner-occupancy, just under one-half contained less than 1,100 sq. ft. of floor space, while the remainder had 1,100 sq. ft. and more of floor area. Of the rental type, 29% were scheduled to rent for under \$60 and 71% for \$60 and over.

• LIVING COSTS

Living costs in the Bay Area during April increased 0.7% above March, with food costs up 1.1%, clothing 0.8% and miscellaneous 0.4%; rent and fuel remained the same and house furnishings declined 0.1%. The U. S. Department of Labor San Francisco Cost of Living Index for April 15 for all items was 161.4. This was 28.4% above a year ago and brought the four months' average to 19.4% above the same period last year.

A comparative statement of costs of equivalent goods, rents and services in a number of cities in the United States on March 15, 1947, with Washington, D. C., as the base, reveal San Francisco and Chicago 1% below Washington, and Detroit 3%, Philadelphia 3%, Los Angeles 7%, Houston 10% and Kansas City the lowest at 11% below Washington. New York living costs were 3% above Washington and Seattle 1%.

In contrast to the cost of living trend, the wholesale price index of the U. S. Dept. of Labor reached the maximum on March 29, 1947, at 154, starting a consistent downward trend for five consecutive weeks to 146.7, where it remained at the end of the sixth week.

Survey of Business Conditions in San Francisco

April 1947

BRANCH OF ACTIVITY	APRIL 1947	APRIL 1946	PER CENT CHANGE	4 MONTHS 1947	4 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY						
S. F. C. of C. Index 1935-39 Avg. = 100	219.7	208.4	5.4	224.9	205.8	9.3
CONSTRUCTION PERMITS						
Total	(number) 624	813	23.2	2,704	2,987	-9.5
	(value) 2,824,324	2,622,530	7.7	14,351,482	20,575,291	-30.3
Residential, New	(number) 183	267	-31.5	827	980	-15.6
	(value) 1,572,145	1,713,600	-8.2	7,220,235	6,466,144	11.7
Dwelling Units	(number) 203	316	-35.8	985	1,147	-14.3
Single Family Dwellings, New	(number) 166	223	-27.2	720	824	-12.6
	(value) 1,317,145	1,265,200	4.1	5,559,835	4,751,144	17.0
Non-Residential, New	(number) 16	16	0.0	78	164	-52.4
	(value) 477.40	266.854	78.9	2,572.604	9,094.184	-71.7
Additions, Alterations and Repairs	(number) 425	530	-19.8	1,760	1,843	-2.4
	(value) 774.709	642.076	20.7	4,558.043	5,014.763	-9.1
REAL ESTATE						
Sales	(number) 1,641	2,150	23.7	6,331	7,968	-20.6
	(value) 18,084,849	26,009,477	30.5	73,418,270	95,631,943	-23.2
Mortgages and Deeds of Trust	(number) 1,741	1,832	5.0	6,488	6,416	1.1
	(amount) 14,669,832	16,767,917	-12.5	61,161,378	58,164,696	5.2
RETAIL DEPARTMENT STORE SALES						
San Francisco	(index) 234	240	2.5	228	217	5.1
FINANCE						
Bank Deposits	(\$000) 2,016,024	1,818,204	10.9	8,281,682	7,394,656	12.0
Bank Clearings	(\$000) 1,587,052	1,408,656	12.5	6,310,609	5,688,930	10.9
Postal Receipts	(\$000) 1,680,362	1,211,970	20.4	6,052,053	8,789,222	-31.2
San Francisco Stock Exchange	(no. shares traded) 1,000,176	1,308,343	-15.9	3,750,198	6,077,486	-38.3
	(market value) 14,428,843	23,326,093	-38.1	55,394,100	92,244,236	-40.0
COMMERCIAL FAILURES						
Liabilities	(\$000) 39,734	9,411	322.2	328,150	50,152	554.3
Assets	(\$000) 16,157	9,271	74.3	169,832	56,087	202.8
EMPLOYMENT & PAYROLLS—Bay Area (5 Co.'s) (a)						
Employment	(index) 145.5	128.7	13.1	143.5	108.4	32.4
Payrolls	(index) 261.0	214.2	21.8	254.6	171.6	48.4
NON-MFG. INDUSTRIES—(5 Co.'s) (a)						
Laundries, Cleaning, Dyeing	(payroll) 165.9	165.0	0.5	169.6	166.1	2.1
Wholesale Trade	(payroll) 203.7	169.3	20.3	199.7	161.6	23.3
Retail Trade	(payroll) 193.8	165.5	18.5	195.7	157.7	24.0
Hotels	(payroll) 244.8	226.2	8.2	240.9	122.8	8.1
PLACEMENTS IN SAN FRANCISCO—C.E.S. (total)	3,380	3,647	7.3	13,700	15,741	-13.0
Industrial Placements	2,418	2,777	-16.5	9,861	12,091	-18.4
Commercial Placements	1,062	870	22.1	3,839	3,650	6.8
TRANSPORTATION						
Freight Car Movements	(number) 23,494	25,251	-7.0	95,273	90,565	5.2
San Francisco Airport Traffic	(no. planes) 4,994	4,213	18.5	17,726	16,084	10.2
Express Shipments—Rad.	(no. passengers) 71,630	62,695	14.3	244,032	214,575	12.7
Air	(number) 287,472	410,529	-30.0	1,178,080	1,591,449	-26.0
Air Mail Loaded	(pounds) 20,088	20,456	-1.3	72,385	64,509	12.2
	(pounds) 501,871	681,142	-26.3	1,877,695	2,934,021	-36.0
WORLD TRADE						
Vessel Arrivals with Cargo	(number) 325	275	18.2	1,267	1,030	24.2
(net registered tons)	1,494,153	1,213,716	23.1	5,762,132	4,551,380	26.6
Vessel Departures with Cargo	(number) 324	249	30.1	1,310	1,038	26.2
(net registered tons)	1,480,906	1,054,848	40.4	5,836,586	4,446,250	31.3
Exports—Value	(millions of dollars) 38,741	20,516	88.8	80,001	85,902	-6.4
Quantity	(millions of pounds) 453.4	424.8	6.7	1,082.2	855.9	26.4
Imports—Value	(millions of dollars) 153.3	61.1	150.8	16.2	14.1	156.7
Quantity	(millions of pounds) 103.2	106.9	-3.5	287.5	179.5	60.2
UTILITIES						
Electric Energy Sales Index	(k.w.hrs.) 191	182	4.9	205	191	7.3
Industrial and Commercial Gas Sales	(cu.ft.) 1,186,512,300	1,166,296,000	1.7	4,780,241,300	4,437,133,200	7.7
Water Consumers	(net gain) 423	122	246.7	1,253	818	53.2
NEW DEVELOPMENTS						
Tourist and Settler Inquiries	(number) 555	312	177.9	1,999	970	106.1
Bay Bridge Vehicle Crossings	(number) 2,113,983	2,103,162	0.5	8,997,651	8,158,503	9.8
Golden Gate Bridge Vehicle Crossings	(number) 656,568	552,519	18.8	2,169,846	2,036,647	6.9
DAIRY RECEIPTS, FRUITS & VEGETABLES						
Butter	(pounds) 3,269,617	834,800	291.7	8,561,701	2,976,343	187.7
Cheese	(pounds) 1,284,489	1,417,389	-9.4	5,510,253	5,168,609	6.7
Eggs	(cases) 97,405	107,617	-9.5	441,162	382,698	15.3
Poultry, Dressed	(pounds) 1,647,235	1,425,763	15.5	6,552,483	7,124,412	-8.1
Fruits and Vegetables	(carlots) 1,629	1,678	-2.9	6,396	2,792	5.8
LIVESTOCK SLAUGHTER (b)	(total number) 182,747	229,663	-20.4	665,714	843,099	-21.0
Cattle	(number) 39,138	39,573	-1.1	150,078	172,464	-12.6
Calves	(number) 14,283	9,718	46.9	44,456	34,653	28.3
Sheep and Lambs	(number) 40,202	40,836	-1.5	251,470	414,963	-39.4
Hogs	(number) 89,124	39,536	125.4	219,110	221,019	0.9
S. F. LIVING COSTS 1935-39 Avg. = 100						
Food	(index) 201.7	149.3	35.1	199.3	148.7	34.0
Clothing	(index) 180.0	147.3	22.2	175.7	147.1	19.4
Rent	(index) 106.8	106.4	0.4	106.8	106.4	0.4
Fuel, Electricity, and Ice (c)	(index) 82.5	85.9	-4.9	82.5	80.3	8.6
Gas and Electricity	(index) 72.7	72.7	0.0	72.7	82.7	-12.1
Other Fuel and Ice	(index) 116.4	113.2	2.8	116.4	113.2	2.8
House Furnishing Goods	(index) 151.8	129.5	17.2	151.2	130.1	16.2
Miscellaneous	(index) 148.0	134.8	10.2	147.6	134.2	10.0
All Items	(index) 161.4	134.0	20.4	159.7	133.8	19.4

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) February, 1947—latest available.

(e) February, 1946.

(f) 2 months of 1947—latest available.

(g) 2 months of 1946.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

Retail Merchants Day

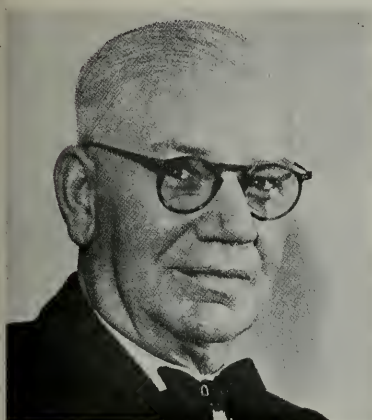
featuring

LEW HAHN

President and General Manager National Retail Dry Goods Association

Who will speak on the subject

"Let's Face Facts!"



At Luncheon in the Commercial Club

Tuesday, June 17, 1947

Sponsors: Retail Dry Goods Association
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San Francisco Chamber of Commerce
San Francisco Commercial Club

SAN FRANCISCO CHAMBER OF COMMERCE

33 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$1.75 each luncheon featuring LEW HAHN, on Tuesday, June 17, 1947, the San Francisco Commercial Club, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)

(Telephone reservations accepted.)

Name.....

Firm.....

Address.....

CHECK
ENCLOSED

**Tables are not reserved, but tickets must be purchased in advance. Members will be taken care of to the limit of capacity, but it will be to your advantage to make reservations early before ticket sales are opened to the general public.*

Price \$1.75 per plate
{ \$1.71 plus 4c tax }

More Steel at Lower Prices Sought in Refinancing of Fontana

In a move to get more steel at lower prices for western fabricators, the San Francisco Chamber of Commerce last week released recommendations for refinancing the Fontana steel mill.

● **A proposal** for the refinancing of the Fontana plant by the Reconstruction Finance Corporation has been submitted by the Kaiser Company, Inc., which developed the mill for war purposes, financed primarily through loans by RFC.

Because of wartime conditions, it is claimed that the costs of developing the Fontana plant were excessive and that excessive prices have resulted through operation under its present capitalization.

The Chamber, in line with policies pursued some months ago with reference to the steel mill at Geneva, Utah, and on recommendation of its Manufacturers Committee, has endorsed a policy statement on the Fontana mill adopted recently by the Steel Committee of the Western States Council.

● **The Council** contends that in the light of terms and conditions whereby the Geneva mill was sold to private enterprise, the Fontana plant should be refinanced through any proposal which: (1) discounts excessive wartime costs; (2) eliminates Government participation in management; (3) places management in the hands of independent Western ownership; (4) establishes competitive equity with other privately-owned or formerly government-owned Western steel mills; (5) makes possible the elimination of the high price structure now required by the capital costs; and (6) makes possible the expansion of needed steel production facilities.

According to reports from Washington, the Kaiser proposal reflects these specifications. While the Western States Council Steel Committee is understood to be advocating acceptance of Kaiser's proposal, the San Francisco Chamber is not advocating any specific proposal, believing that the specific details of any plan are subject to negotiation between the Kaiser interests and the Reconstruction Finance Corporation.

Western Toy Fair Underway Here

Toy buyers arrived in San Francisco this week to attend the first Western Toy Fair, being held June 2nd through 6th.

● **The Fair**, which is being held at the Whitcomb Hotel and Western Merchandise Mart, is sponsored by the Western Toy Market Association.

The Association was formed last year by local toy dealers with the assistance of the Mart and the San Francisco Chamber of Commerce.

Kenneth L. Stedman, president of the Association, reports that buyers termed the displays excellent, and said they had received more requests for exhibit space than was available.

Retention of Present Air Mail Rate Urged

Retention of present air mail rates was urged today by the Board of Directors of the San Francisco Chamber of Commerce.

● **The Board action** was taken after the Post Office and Civil Service Committee of the House of Representatives recently recommended that the air mail rate be increased to six cents per ounce.

Less than a year ago, the Congress reduced the rate to five cents per ounce, resulting in a greatly increased volume of air mail handled by the Post Office.

The Chamber's Aviation Committee, headed by Chairman George C. Tenney, expressed the opinion that the lower rate had not had a fair period of time in which to fully prove itself and that an increase to six cents per ounce was not justified at this time and would inevitably result in a decrease in the use of air mail.

"The Post Office has consistently made money in the field of air mail and the low rate per ounce has assisted the expediting of correspondence between the West and East coasts," Tenney said.

State Highway Program Discussed at Sacramento

Henry E. North, chairman of the San Francisco Chamber of Commerce Traffic and Highway Committee, and Harold B. Mills, committee secretary, have returned to San Francisco following a trip to Sacramento to urge the immediate drafting of a highway legislative program.

Accompanied by representatives of the California State Chamber, Los Angeles Chamber, California State Automobile Association, Auto Club of Southern California and the League of California Cities, North and Mills conferred with a joint committee of ten members of the Senate and Assembly who had been appointed to draft a highway program.

In a wire sent this to Senator Gerald J. O'Gara and Assemblymen from this area, Chamber President Carl J. Eastman said, "The Board of Directors of the San Francisco Chamber of Commerce recognizes the serious need for an expanded highway program. We urge your fullest cooperation in doing everything possible to bring forth a highway legislative program at this session."

The wire was followed by letters giving details on the Chamber's recommendations for financing the highway program.

C of C Domestic Trade Group Planning Salinas Trip

Plans for a trip to Salinas on Thursday, June 19, by a domestic trade group from the San Francisco Chamber of Commerce have been announced by Vern Culver, chairman of the Chamber's Domestic Trade Committee.

The group will leave San Francisco by de luxe chartered bus at 8:30 a.m. Thursday. On arrival they will be guests at a luncheon given by the Salinas Rodeo Committee, and attend the rodeo, returning to San Francisco that night.

Members of the Chamber and Junior Chamber of Commerce are invited to participate in the trip. Reservations may be made by calling Carroll Snyder, manager of the Domestic Trade Department, EXbrook 4511.

Bay Region Housing Construction Hits High

Residential construction in the Bay Area (5 counties) rose to a new peak in March with a total of 1,790 dwelling units, according to a study by the Research Department of the San Francisco Chamber of Commerce.

● **Of this number**, 1,560 were single-family dwelling units, according to the study, which is based on a report from the Regional Office of the Housing Expediter.

Construction was reported started on 4,870 privately-financed dwelling units in the Bay Area during the first three months of 1947, compared to 3,980 during the first three months of last year. Single-family dwelling units accounted for 4,120 units out of a 1947 first quarter total of 48%.

The average cost of single-family dwelling units, exclusive of land and site improvements, amounted to \$8,076 in January 1947, \$8,432 in February, and \$8,260 in March, compared to \$8,058 in January 1946, \$7,213 in February, and \$9,070 in March.

Dwelling units authorized under the Veterans' Emergency Housing program in Northern California totaled 18,031, including new construction and conversions, during the period from December 24, 1946 to May 2, 1947. This program accounted for 33.8% of the State total authorizations of 53,295 dwelling units during the same period.



Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, June 12, 1947

Number 24

Congress Enthusiastic Over City's Flower Campaign

Congressional praise of the recent "Wear A Flower" campaign was received by the San Francisco Chamber of Commerce this week.

● Letters from numerous Congressmen and Senators indicated enthusiastic interest in the campaign.

Flowers specially flown from San Francisco were presented to all members of Congress on May 27. Special presentations were made to Senator Arthur Vandenberg by California Senator William F. Knowland and to Speaker of the House of Representatives, Congressman Joseph Martin, by California Congressmen Frank Havenner and Richard J. Welch (see pages two and three).

Locally, department stores, banks, airlines and railroads distributed over 300,000 free flowers to San Franciscans during the two days of the campaign.

Airport Route Signs Being Sought Here

Action to obtain airport route signs for downtown streets was launched today by the San Francisco Chamber of Commerce.

● The Chamber is seeking installation of these signs by the California Highways Division, which is responsible for route sign installation and maintenance.

These signs would replace the airport route signs which were placed on downtown streets prior to the war by the State Highways Division. With the advent of war these signs were not properly maintained, the Chamber declared, and as a result they deteriorated and, in many cases, disappeared.

Declared George C. Tenney, chairman of the Chamber's Aviation Committee: "Inasmuch as the \$20 million expansion program for the airport will make it a major center of air activity, it is essential that an adequate number of these route signs be installed and properly maintained for the convenience of residents and visitors."

Bay Area Manufacturing Employment Shows Increase

The San Francisco Bay Region showed an increase in employment in seven out of ten classifications of industry in the eighteen month period between October, 1945, when the war ended, and February, 1947, it was reported today by the San Francisco Chamber of Commerce.

● This prime indication of progress and economic well being, brought out in a study prepared by the Chamber's Domestic Trade Department, was based upon information received direct from manufacturers in the area for use in the latest edition of the Large Manufacturers Directory.

The seven classifications of industry showing improvement during the period and the percentage of that improvement are: Food Products, 15%; Textiles and Apparel, 12%; Wood Products and Furniture, 8%; Rubber Products, 2%; Paper Products and Printing, 12%; Chemical Products, 8%; Miscellaneous, 21%.

In one industry—Leather Products—employment was the same in both periods. In the Mineral Products field, a 5% decrease was shown. Metal Products and Machinery was the only classification of industry to show a sizeable decrease, as it was expected to do. This was caused by the appreciable drop in ship yard employment, which reflected conversion from war to peacetime conditions.

● The study concerned itself only with those firms which were in operation in both periods, revealing that industrial employment in a wide variety of industries had increased noticeably over what had been the case at the close of the war. Employment had been expected to drop.

The Directory upon which the study was based lists those manufacturing establishments in the 12 Bay Region Counties employing over 100 and is obtainable from the Domestic Trade Department.

S. F. Bay Area to Have Exhibit at Utah Centennial

The San Francisco Bay Area will have an exhibit at the Utah Centennial this summer, it was revealed this week by the San Francisco Chamber of Commerce.

● Theme of the Bay Area exhibit will stress the Bay Area as the service center of the West in industry, trade and recreation.

The exhibit is being financed and planned cooperatively by the City and County of San Francisco, San Francisco Chamber of Commerce, Alameda County through the Oakland Chamber of Commerce, Santa Clara County through the San Jose Chamber of Commerce and the Redwood Empire Association.

Decision to enter a Bay Area exhibit in the Centennial was made following a good neighbor visit made to intermountain states recently by a domestic trade group from the San Francisco Chamber of Commerce, according to Chamber President Carl J. Eastman.

"While in Salt Lake City, the group learned that neither California nor the Bay Area would be represented at the Centennial exhibit in that city, although most of the states and several larger communities in the West had already arranged for exhibits," Eastman said. "It was also recalled that Utah had a sizeable exhibit at San Francisco's Golden Gate International Exposition."

Better Utilization of Recreational Facilities Urged

Greater utilization of existing recreational facilities in the City and County of San Francisco was called for last week by the Board of Directors of the San Francisco Chamber of Commerce.

● Addressing its request to the Board of Supervisors, the Chamber's Board recommended that such action be taken before financing of new or additional recreational sites is considered.

The Chamber's action was taken following proposals for the acquisition of Angel Island as a recreational site and the construction of other facilities.

The Chamber's Municipal Affairs Committee, under the direction of Vice Chairman J. Arthur Younger, said that the city and county already has varied and adequate recreational facilities which are not being completely utilized, because of an asserted lack of adequate supervision and exploitation and need for modernization and improvement.

Frank McKee in S. F.

Frank McKee, manager of the Chamber's Washington Office, arrived in San Francisco early this week for a two weeks' visit.

● On Monday, McKee addressed members of the Foreign Trade Association of the Chamber at their regular weekly meeting.

While here, he will be available for consultation with Chamber members on their Washington problems.

Modesto to Promote Industrial Advantages

Modesto's advantages as a factory location were outlined and discussed at a series of conferences in Modesto by G. L. Fox, Manager of the San Francisco Chamber's Industrial Department.

● As the principal speaker at a noon luncheon session with Modesto city, county and irrigation district officials, Fox also attended an evening meeting attended by the Modesto Chamber's Board of Directors, Industrial Committee and Chamber members concerned with industrial development.

Cliff Nelson, Industrial Manager for the Modesto Terminal Company, who is Chairman of the Modesto Chamber's Industrial Committee, and Robert Cowden, Secretary-Manager of the Modesto Chamber, arranged the day's conferences.

The noon meeting was followed by an airplane tour of the county and visits to many of the new and enlarged factories in Modesto's several rapidly growing industrial districts. The visitors who had studied Modesto's characteristics outlined its many advantages as a plant location. The community is planning an aggressive development program.

Kelsey-Hayes Buys South S. F. Plant

Kelsey-Hayes Wheel Company, Inc., Detroit 32, Michigan, has acquired the Lathan Company, Inc. of South San Francisco, according to an announcement just made by the Industrial Department of the San Francisco Chamber of Commerce.

● Kelsey-Hayes Wheel Company is the largest in its field and has five plants in the United States and Canada.

"The coming of this organization to the Bay Area marks further recognition of this region in the automotive industry and augurs well for the future," according to G. L. Fox, Manager of the Department.

The Lathan Company, Inc., pioneer in the vacuum brake business, has been building power brake equipment for over 20 years. The Lathan Company's manufacturing operations have been confined mostly to the West Coast, where they have handled the production of truck and trailer applications of power brake equipment.

Under the new Kelsey-Hayes subsidiary arrangement, Lathan will continue manufacturing in South San Francisco on a still larger schedule with increased facilities, and with a complete line of vacuum power brake equipment. The Lathan Company's Chicago warehouse, assembly, and branch units will be moved to Kelsey-Hayes Wheel Company in Detroit.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXbook 4511, Ext. 70. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

VISITORS

7219 CANADA—E. B. McMaster, representing E. B. McMaster & Son, 119 West Pender Street, Vancouver, B. C., would like to represent manufacturers or wholesalers of mechanical, hardware, and building supplies.

7220 ENGLAND—Baron Beck, Managing Director of Slip Products Co., Ltd., London, manufacturers of cutting and penetrating oils, additives, liquid and wax polishes, degreasing compounds, hand cleansers, etc., seeks a local agent for Slip Products. Contact Commercial Dept., British Consulate, S'fter 4383.

7221 NICARAGUA—Constantino Pereira, representing Constantino Pereira & Cia., Edificio Pereira, Managua, wants materials for shoe manufacturing, newspaper paper, envelope making machinery, barbed wire and nails. Phone AT8808, or write No. 3925 20th Street, until July 15th.

EXPORT

7222 ARGENTINA—"VERITAS," S. A. Editora y de Informaciones Comerciales, Maipu 286, Buenos Aires, wants all types agriculture and industrial machinery, including ice machinery for fish industry, and heavy trucks.

7223 ARGENTINA—Jose Koppel y Cia., Peru 863, Buenos Aires, needs immediately black decap or galvanized iron sheets or plates; iron straps; structural shapes; black seamless or galvanized tubes (BSP thread and corresponding flange); flexible iron sheets, plain or barbed wire. (Sizes and gauges on file).

7224 ARGENTINA—Gregorio Lopez Cortinas, calle Moreno 508, Buenos Aires, wants hack saw blades for jewelry or watch making industry.

7225 BELGIUM—Comptoir Inter-Commercial, Ave des Epérons d'Or No. 14, Brussels, are interested in wheat, corn, barley and by-products.

7226 BELGIUM—Edm. J. M. Mertens, Longue Rue Neuve 34, Antwerp, wants California brewing barley. Seeks representation of same.

7227 BOLIVIA—"Continental," Edificio Iglesias, calle Vancoscha 475, piso 3, La Paz, want low-priced radios, especially portable with batteries and electricity, prefers an exclusive trade mark for Bolivia; also chocolates, candies, biscuits, gift fruit boxes; phonographs; radio-alarm clock combination; cosmetics; California novelties, etc. Interested in agency or representation.

7228 BRAZIL—Leo Lesser, Rua Mariestella 20, Sao Paulo, wants general merchandise, especially iron, steel, tools, wires, galvanized, steel-wire, toys, plastic items, food all sorts in boxes; interested in representation.

7229 COLOMBIA—Villa y Cia., Ltda., Edificio Robledo, oficina 511, Bogota, want raw and construction materials. Interested in representing American firms.

NOTICE

The San Francisco Chamber of Commerce will be closed on Saturdays during June, July and August.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring to offer lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbook 4511, Ext. 56.

D-6690—PROMINENT SPECIALTY CO., 69 Third Avenue, New York 3, New York, seeking a representative in this area for their insecticides, cleaners, polishes, disinfectants, waterproofings and concrete specialties.

D-6691—ERAOH SALES ENGINEERS, 30 North Raymond Avenue, Pasadena 1, California, would like to contact distributors and dealers to handle their lines of insecticides, motion pictures, sound projectors and screens, imported cowhides, nuts and bolts, for-jin guns, glass bottles and steel bars. Also an agent to distribute an eastern beer.

D-6692—GEORGE JUE MANUFACTURING CO., 350 Washington Boulevard, Venice, California, seeking sales representative for their aluminum tricycle trailer and tennis racket press.

D-6693—MECHANICAL DEVICES, INC., 3114 East 91st Street, Cleveland 4, Ohio, seeking a manufacturer's agent for their fluid level controls, adaptable to humidifiers and home heating appliances. Would call on plumbing supplies, furnaces, heating equipment, etc. Straight 15% commission.

D-6694—THE ELECTREX COMPANY, 114 Liberty Street, New York 6, New York, desire a distributor for their radios and marine "homing" devices.

D-6695—ARNOLD'S SALES SYSTEM, 1244 East Colfax Avenue, Denver, Colorado, would like to act as jobbers and distributors for local manufacturers of gas ranges, washers, refrigerators and vacuum cleaners, in the Denver Territory.

D-6696—R. B. LARSON, 508½ South New Hampshire Avenue, Los Angeles 5, California, seeking a salesman in this area to sub-distribute their Roto-Shear mail opener.

D-6697—TRAUTMAN ASSOCIATES, 2202 American Bank Building, New Orleans 12, Louisiana, would like to represent local manufacturers in the New Orleans area.

D-6698—KOLBENSKY AND SNYDER, 432 Governor Building, Portland 4, Oregon, interested in representing manufacturers of lingerie and furniture specialties in the Portland area.

D-6699—ALASKA PACIFIC WHOLESALERS, INC., 122 New Montgomery Street, San Francisco, California, would like to act as agent for local manufacturers and distributors in Alaska.

G. E. Plans Underway for \$2,000,000 San Jose Plant

Plans are now underway for construction of General Electric Company's newest California factory on its 57-acre site outside San Jose, according to an announcement by John Hood, manager of the G. E. Apparatus Department's Oakland Works.

● Approval has been given by the company's Board of Directors for the new million-dollar factory, which will employ approximately 450 to 500 persons and have another million dollars in equipment. The new plant will make polyphase and single phase motors.

Although building construction will not start for some time, it is reported that the new plant will be ready within a year.



Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, June 19, 1947

Number 25

Chamber Issues West Coast Airport Survey

A comprehensive survey of municipal airport facilities of West Coast cities has just been published by the Aviation Department of the San Francisco Chamber of Commerce.

● **The survey** concerns facilities available at six municipally operated airports located at Los Angeles, Oakland, Portland, San Diego, San Francisco and Seattle.

Information offered in the survey includes building facilities available, statistics on landing facilities, and a listing of tenants at each airport, in addition to details regarding plans for expansion.

Copies of the survey may be obtained from the Chamber's Aviation Department.

Philippines Need Essential Goods, Says Island Executive

The Philippines need capital goods and construction materials more urgently than non-essential consumer goods, according to Gil Puyat, president of the Chamber of Commerce of the Philippines.

● **Speaking** this week at a Chamber of Commerce press conference and Foreign Trade Association luncheon, Puyat urged world traders to pay more attention to the needs of the Philippines.

Puyat is seeking reconsideration of the Bell Act, which calls for free trade between the Philippines and the United States for a period of eight years. However, in his opinion, rehabilitation will take most of these eight years, requiring an adjustment in the act.

Chamber Opposes Removal of Bay Army Depot Facilities

Continuance of Non-Lawyer Practices Urged by S. F. Chamber

Continued representation of business organizations by non-lawyer practitioners before Federal agencies was urged today by the San Francisco Chamber of Commerce.

● **The Chamber's action** concerned a bill sponsored by the American Bar Association and now before the Judiciary Committee of the House of Representatives which would limit and possibly forbid non-lawyer practice before Federal agencies.

The Chamber's Shippers Traffic Committee, which recommended the action, pointed out that the Chamber has been represented at hearings of both the Interstate Commerce Commission and U. S. Maritime Commission for many years, its representative having been admitted as a non-lawyer practitioner by those agencies at the time they first established a registry of practitioners and set up minimum qualifications, standards of conduct and rules of practice.

Citing numerous examples of Federal participation in hearings of various Federal commissions, the Committee pointed out that elimination of non-lawyer practitioners by such legislation as that now being considered would force the Chamber to hire a lawyer in order to participate in cases before these Commissions.

The Chamber is presenting its views to the Judiciary Committee this week.

Worldwide Interest In World Trade Center

Progress of San Francisco's proposed World Trade Center is being watched with interest by business firms throughout the world, as indicated by a letter received by the Chamber's World Trade Department from New Delhi, India.

● **Wrote Sri Nath of Nath Brothers:** "We have no doubt that this and other such moves by the energetic business community of your city will not only increase its stature in world trade, but will make San Francisco the foremost trading center in the United States. Congratulations and best wishes."

Suspension of the removal of Army General Depot functions from the San Francisco Bay Area to Ogden, Utah, was sought today by the San Francisco Chamber of Commerce.

● **The Chamber action** followed orders by the Army for the establishment of five general distribution depots within the continental United States which would centralize most Army supply depot functions for all ground and air units.

In establishment of the western depot, the general supply services of the Arsenal at Benicia, California, and those of the other services of the Army such as Quartermaster, Medical, Signal, etc., will be shifted to Ogden.

Acting on recommendation of its Domestic Trade Committee, the Chamber has requested suspension of transfer of supply facilities from the Bay Area to Ogden until a full investigation can be made by the Congress in addition to previous Army studies, to determine the best location strategically and economically for the western depot.

While the Committee stated the Chamber was in full accord with the Army's declared objective of economical operation, the group pointed out that establishment of the western depot at Ogden was open to question from an economic standpoint.

"The depots in the east, at Atlanta and Schenectady, are in much better proximity to ports of embarkation and to military establishments using supplies than would be the case at Ogden," Vern Culver, Domestic Trade Committee chairman, declared. "It is also our understanding that considerable construction will be required at Ogden for the proper storage and servicing of certain types of equipment."

"The Chamber, therefore, urges a full investigation of economic factors before removal of supply facilities to Ogden."

Toiletries Show Slated for San Francisco August 24-30

The third Toiletries Show will convene in San Francisco August 24-30, according to an announcement by Nate W. Wilson, president of the California Toiletries Representatives, which is sponsoring the show.

● **Exhibits** will be held at the St. Francis and Sir Francis Drake hotels. Showrooms will be open from 9 a.m. to 6 p.m.

CALIFORNIA MEETS FLORIDA



Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, presents R. L. Ray, general manager, Palm Beach, Florida, Chamber of Commerce, with a western grapefruit. Occasion was Rotary International Convention. Both Lundborg and Ray are Rotarians.

Adequate Airport Crash Equipment Asked

Maintenance of adequate fire and crash equipment at San Francisco Airport was urged this week by the San Francisco Chamber of Commerce.

● The Chamber called upon the Public Utilities Commission to take such action to assure no repetition of the recent crashes and resulting fires at La Guardia Field and in Maryland.

The Chamber's Aviation Committee, under the direction of Vice Chairman Walter Schlichtmann, pointed out that the replacement value of airport installations and plants runs into millions of dollars. On the other hand, an investigation of the airport's fire and crash equipment has revealed it to be inadequate in many respects, the Committee declared.

Schlichtmann stressed the need for assignment of a safety engineer and trained assistant from the Fire Department, who would be on 24-hour duty at the field. These men could be supplemented by semi-trained volunteer personnel, Schlichtmann said.

"The inadequacies in the present equipment must be remedied as soon as possible in order to reduce the fire hazard to a minimum in the event of a crash," Schlichtmann stated. "The expansion of the airport makes the maintenance of adequate equipment even more necessary."

San Francisco to Celebrate 171st Birthday This Month

San Francisco will celebrate its 171st birthday on June 29.

● To observe the day, which commemorates the arrival of Lieutenant Jose Joaquin Moraga and Fray Francisco Palou and their colonists at the site of Mission Dolores, founding ceremonies will be held Monday, June 30, at the Mission. The morning ceremony will be followed by a civic luncheon at the Presidio Officers' Club.

Plans for the celebration are being formulated by a Citizen's Committee appointed by Mayor Roger D. Lapham, in cooperation with the San Francisco Historical Committee, which has sponsored the celebration for the past nine years.

Rohde Attending Transportation Meet

Walter A. Rohde, manager of the Chamber's Transportation Department, left for Los Angeles yesterday to attend meetings of the Pacific Coast Transportation Advisory Board.

● Rohde, who is a member of the Executive Committee and Car Efficiency Committee, will deliver the report of the Legislative Committee of which he is chairman.

Wall Proposes Underground Garage For St. Mary's Square

Construction of a garage beneath St. Mary's Square similar to Union Square Garage was proposed last week by Carlton Wall, president of Union Square Garage Corporation.

● The proposed garage would have five stories—four floors underground and one on street level—providing 650 stalls.

Under Wall's proposal, the garage would be constructed with the help of surplus earnings of Union Square Garage, which otherwise would be used for redemption of the garage's bonds.

Wall has suggested the reorganization of the Union Square Garage Corporation to include both St. Mary's Square Garage and Union Square Garage under a single company. This company would then issue 20-year 6% bonds to cover both properties, and the surplus earnings now available from the Union Square Garage could be applied to help finance the cost of construction of St. Mary's Square Garage.

Both garages would become the property of the City and County of San Francisco without cost at the time of bond retirement.

The plan will require approval of the present bondholders of Union Square Garage, the City and County of San Francisco and the Reconstruction Finance Corporation.

Federal Mapping Work Funds Sought for State

Action to secure funds for continued mapping work under a joint program of the U. S. Geological Survey and State Division of Mines was launched this week by the San Francisco Chamber of Commerce.

● The Chamber action was taken on recommendation of its Mining Committee after the Federal Government had announced cuts in the budget of the U. S. Geological Survey.

During the past several years, a topographical and geological mapping program has been underway, supported by matching funds provided by the State of California and the Federal Government through the U. S. Geological Survey. The Chamber has supported the program since its inception and cooperated in the development of maps.

The Chamber's Mining Committee, headed by Chairman Ibert C. Austin, expressed the opinion that funds for this work may no longer be available as a result of these budget cuts.

Emphasizing the importance of the mapping program, Austin said: "Funds for this program have been provided by the State and it is highly essential that the Federal share of the funds should continue to be made available."

Long Range Phases Of Rate Cases to Have C of C Attention

The Board of Directors of the San Francisco Chamber of Commerce last week approved a recommendation authorizing the manager of the Chamber's Transportation Department to participate in the long range phase of the rail and water rate cases now before the I. C. C.

• The Board action was taken upon recommendation of the Shipper's Traffic Committee headed by Chairman Julius Marx.

The Committee report stated that the "long range phase of these rate proceedings involves issues of paramount importance, not only to water lines and railroads, but to all major American port cities and their shippers. The committee considers it most essential that the Chamber be an active participant."

The Board action authorized the manager of the transportation department to participate in rate cases in accordance with the policy that the public is entitled to the benefits of the lowest cost form of transportation consistent with adequate service and the fairest treatment for all interested parties.

Repeal of Present Freight and Passenger Excise Tax Urged

Repeal of the present freight and passenger excise tax was urged this week by the Board of Directors of the San Francisco Chamber of Commerce.

• Acting on recommendations of the Shippers Traffic Committee and the Carriers Traffic Committee, the Board will this week submit a statement to the Ways and Means Committee of the House of Representatives urging repeal of the tax.

The Chamber committees pointed out that the Chamber has never been in favor of the transportation tax, particularly because it is a percentage tax which imposes a greater burden on long haul traffic and consequently affects the Pacific Coast more than any other section of the country.

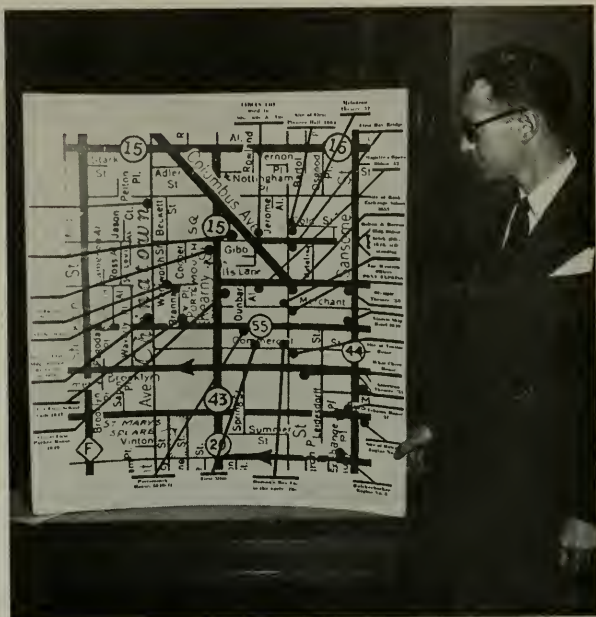
Commenting on the freight tax, the Shippers Traffic Committee pointed out that a car of fresh fruit from California to New York would be taxed about \$21.00 while a similar car from Florida to New York pays about \$12.00. Another example cited was that a shipper using a railroad or truck line pays the tax while a shipper hauling similar goods the same distance in his own truck does not pay the tax.

• The Chamber supported legislation for repeal of this tax in 1943 and 1945.

The Carriers Traffic Committee, in reviewing the tax on passengers, pointed out that the 15% tax on passenger and Pullman fares was accepted during the war as a means of discouraging unnecessary travel but that this reason is no longer applicable. According to the committee, the tax has become a deterrent to long trips and tourist travel to the Pacific Coast is being hurt.

A similar inequity exists in shipping where carriers operating to and from the U. S. to Hawaii, the West Indies, Central America, Canada and Alaska must assess the tax while carriers operating to and from Europe, Asia, Africa, Australia and South America are not subject to this tax.

CENTENNIAL PLANS UNDERWAY



Ross Bull, vice chairman, San Francisco Committee for Centennial Celebration, displays map of suggested celebration area. The first meeting of the committee was held last week.

Pacific Coast Wholesale Sales Up 23 Per Cent

Wholesale dollar sales of Pacific Coast Merchants for the first four months of 1947 were up 23% over last year with April sales up 21%, compared to increases in the nation of 26% and 24% respectively, according to a study by the Research Department of the San Francisco Chamber of Commerce, based on the latest report of the Bureau of the Census.

• Sales by regional areas show that the Mountain Region made the greatest gains compared to last year with 36% for April and 34% gain for the cumulative period; the South Atlantic group was next with 31% and 29% gain respectively; East North Central group 28% and 30% respectively; East South Central with 27% and 27%; West North Central 26% and 23% respectively; West South Central 24% and 23% respectively; New England with 23% and 24% respectively; and the Middle Atlantic 17% and 17% gains respectively;

Pacific Coast Wholesale Sales by Kinds of Business		
Kind of Business	PERCENT CHANGE	
	4/47 from 4/46	4 Mos. of 47 from 4 Mos. 46
Pacific	21	23
Automotive Supplies	18	20
Clothing & Furnishings, except shoes	16	9
Shoes and other Footwear	22	37
Shoes and Sundries (liquor excluded)	-1	1
Drugs and Sundries	15	30
Dry Goods	149	113
Electrical Group	1	50
Furniture and House Furnishings	5	2
Groceries	-5	-10
Confectionery	55	46
Meats and Meat Products	19	26
Beer	36	37
General Hardware	30	23
Industrial Supplies	15	30
Plumbing and Heating Supplies	18	64
Jewelry	-10	-14
Lumber and Building materials	46	66
Machinery, Eapt. & Supplies, except Electrical	15	36
Tobacco Products	5	3
Leather and Shoe Findings	14	10

Kirkland Yard Assets Sales Announced

Sale of 17 parcels of the Kirkland Yards was announced recently by the War Assets Administration.

● The Kirkland Yards were used during the war as a holding yard for freight cars arriving at the San Francisco Port of Embarkation and have long had the attention of the Industrial Department of the San Francisco Chamber of Commerce.

The following cash sales were approved: Parcel 19 to Nunzio Alhoto c/o Harry G. Sweet, for \$30,250; Parcels 21 and 22 to Ed. Hueck Corporation, for \$57,214; Parcel 23 to Habenicht & Howell for \$29,278; Parcel 24 to N. Cervelli & Co., for \$30,879; and Parcels 7 through 17 to Pacific Gas & Electric Co., for \$366,800.

The property is centrally located, being bound by Beach, Stockton, North Point and Leavenworth Sts. The entire tract consists of approximately 12.26 acres and before its acquisition by the government was used for various industrial purposes.

Chamber Publicity Article Reprinted; Copies Available

Reprints of an article on publicity in the January issue of the *Public Relations* by Will Williams, Jr., San Francisco Chamber publicity department manager, are being carried by two other publications this month.

Magazine Intelligence, a national publication which digests leading periodical articles, carries a condensation, and the article is reprinted in full by the San Francisco City-County Record.

Reprint copies are available on request while they last.

Machine Tools Sale Announced by WAA

June 24th has been set as the date for the last in a series of surplus machine tools sales held by the War Assets Administration this month at Richmond shipyards.

● The last sale will involve pipe threading and pipe bending machines, presses, hammers, rolls, grinders, lathes and milling machines which originally cost \$400,000.

Details of the sale can be obtained at the WAA Customer Service Center, 33 Berry Street, San Francisco, or the Administration Building, Richmond shipyards.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trade opportunities appear below, for further information call EXhbrook 4511. Ext. 70. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

EXPORT

2230 COLOMBIA—Gero von Westernhagen, Aptdo. 144, Bogota, wants complete equipment and machinery for manufacturing plants; also raw materials, textiles and bulk articles. Offers to act as selling agent or representative.

7231 CUBA—Gabriel Ayala Pereda e Hijos, Neptune 617, Altos, Habana, want complete line in textiles (wool, cotton, silk, etc.) also, laces, hardware, tools; cutlery; ornamental ironworks; raw materials for water color and oil painting (metallic base); indigo blues, etc. Seeks representation also.

7232 CUBA—Rodriguez & Rieppede, San Pedro St. No. 404, Havana, want onions, garlic and canned fruits and vegetables. Like to represent American firms.

7233 CUBA—Cuban Distributors Co., Aptdo. 13, Cienfuegos, wants oriental split rattan, 2½ mm. width, yellow threads in 1,000 ft. bundles.

7234 CZECHOSLOVAKIA—Frantisek Jabelka, Provozicka 687, Decin n/L, C.S.R., want canned, stewed fruits, jams, jellies, candied fruits, lemon and orange peels, cocoa beans, 70-300% pectin, for chocolate manufacturers.

7235 DENMARK—Niels Leth Nielsen, Dampfaergevej 27, Copenhagen, want to contact manufacturers or exporters of enamelware and transformer plates.

7236 DODICANESE ISLANDS—Anastassios G. Caludis, P. B. 42, Rhodes, Ege, wants all types motors, electric items, automobiles, motorcycles, bicycles, tubes and inner tubes for same and parts, cosmetics, etc.

7237 EGYPT—Khattab Co., 85 Azhar St., Cairo, wants textiles, toys, plastics, stationery, sundries, costume accessories, toilet and cosmetic articles, domestic and kitchen ware. Seeks representation.

7238 GREECE—Edward E. Harman-Vyse, Vyse House, 39 Hatz Mikhal Daliati St., Canica, Crete, want delivery within eight months of the following: complete cinema apparatus, i.e., projector, amplifier, loud speaker, with accessories such as cables, wiring, etc. For a Moving Picture Theatre measuring 50 Sq. M. with a capacity of 1500 persons approximately.

7239 GUATEMALA—North American School & Supply Service, 3a. Calle de Tivoli, Guatemala, needs school supplies, furniture, stationery, laboratory equipment, English and Spanish books, band instruments; new or used pin-ball machines, coin-operated phonographs (wall and remote units as well as standard boxes). Seeks representation. Requests air mail replies.

7240 HONG KONG—L. M. Rosa-Pereira, 17 Kimberley Rd., Kowloon, wants toys, dolls, children's books (including cut-out paper dolls, etc.), babies' wear, layette, Fall and Summer ladies' wear, etc. Requests air mail replies.

7241 HONG KONG—Yunnan Fat Shing Trading Co., 44 Wing Lok St., want army and navy khaki twills and indigos. Requests air mail replies.

7242 ITALY—Manufacture di Setole e Crini per Spazzole e Denselli, Via Padre G. B. Martini 17 (ang. via portora), Milan, need used or new machinery for the processing of animal hairs, especially swine bristles. They supply the brush industries in Italy.

7243 MEXICO—Abastecedores Industriales-Mecanicos, S. A., Ayuntamiento 46, Mexico, D. F., want electrical merchandise and equipment.

7244 MEXICO—Abarrotes, S. de R. L., Apartado 178, Mazatlan, Sin., want "Ceylon" cinnamon and "Lampoon" pepper, also, general hardware items and canned or dried foodstuff.

7245 MEXICO—Constructora General, S. A., Ave., Juarez 64, Ilo, piso, Mexico, D. F., want a long list of construction, railroad, wiring, electrical, bathroom equipment, tractors, trucks, cement, (see list on file).

7246 MEXICO—Federico Heilbronn, Apartado 5, Texcoco, want large quantities of mushrooms and "Giant White Pekin" day-old ducklings.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily being undertaken by this publication. For further details contact the Domestic Trade Department, EXhbrook 4511, Ext. 56.

D-6689—RUSSELL P. OSTRANDER, 2024 West Sixth Street, Los Angeles 5, California, seeking distributors and jobbers for their cleaner, insect repellent, hair dressing, and other products.

D-6700—O.B. DISTRIBUTORS, 9325 State St., South Gate, California, seeking a salesman contacting with hardware companies to handle their hardware items.

D-6701—THE BARBERER COMPANY, 576 North Huntington Drive, Los Angeles 32, California, desire a manufacturer's representative to cover the Pacific Coast and, or the eleven western states to handle their fixture designed to reduce the fatigue element of the barber, dentist or any other such craftsman.

D-6702—SNYDER SALES CORPORATION, 522 Wilshire Boulevard, Los Angeles 36, California, would like a manufacturer's agent for their all-flex high-pressure, low-torque swirl pipe coupling. Would call on hydraulic equipment and manufacturing plants.

D-6703—PACIFIC ENGINEERING AND SALES CORPORATION, 310 S. W. 6th Avenue, Portland, Oregon, interested in representing local manufacturers of building supply items and hardware goods in the Northwest.

D-6704—HAYNES PRODUCTS COMPANY, 400 Farnam Street, Omaha 3, Nebraska, seeking a special salesman to handle their building maintenance products in San Francisco and surrounding territory.

D-6705—THE ACE COMPANY, 12-40 North Orange Street, Ocala, Florida, seeking a salesman or manufacturers agent to handle their portable electric blowers and hand trucks. Would call on industrial and commercial plants.

D-6706—LINDBLOOM ASSOCIATES, INC., 7 Peck Street, Providence 3, Rhode Island, looking for manufacturer's agent to handle their stainless steel flange ware. Would contact hotel and restaurant supply and wholesale hardware companies.

D-6707—MARCH COMPANY, 153 East 34th Street, New York 16, New York, desire a manufacturer's agent to represent their knives, boxing gloves and inflatable sporting goods.

7247 NETHERLANDS—Borst & Co., Vlaardingen, want fresh, dried, canned fruits and vegetables in Holland and Belgium.

7248 NIGERIA—R. R. Dias & Bros., P. O. Box 151, Ibadan, want fish hooks and tackles, especially No. 1 to 24, consecutively, in black patent colors.

7249 PALESTINE—Scheiner & Co., P. O. Box 168, Tel-Aviv, wants textiles, canned foodstuff, genuine artificial leathers, native Californian products or novelties, metals (finished or half-fabricated), optical and electrical items, porcelain, glassware, etc.

7250-PANAMA—Arango & Lyons, S. A., Aptdo. 846, Ave. Central 98, Panama, want 10,000 lin. ft. Grade "C" Steel Pipe Piling, 18" OD, ¼" wall.

7251 PARAGUAY—Antonino Arena e Hijos, call Tte. Farina 314, Asuncion, want a complete line in textiles. Seeks representation also for same.

7252 PHILIPPINE ISLANDS—Precilla & Pantao, 606 Queron Blvd., Manila, want bathroom and electrical fixtures, such as, water closets, bath tubs, etc.

7253 PHILIPPINE ISLANDS—Gloria F. Caballero, 456 Dasmariñas, room 302, Manila, wants taximeters.

7254 TURKEY—Samadli Co., P. O. B. 695, Istanbul, want galvanized wire (Specs. on file), laminate and wound on bobbins, and caterpillar tractors.

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C of C Hails World Trade Center Victory

American Air Lines To Initiate New Service

Daily transcontinental air service will be inaugurated by American Air Lines between San Francisco, Washington, D. C., and New York starting Monday, July 7, according to an announcement by E. C. Miehle, district sales manager for American.

● DC-6 Flagships will be used for the cross-country run, Miehle said.

On the same day American will also introduce the first one-carrier service between the Bay Area and the Southwest with daily overnight service to Dallas and Fort Worth, Texas, utilizing 50-passenger DC-4 aircraft. At Dallas, the flight will connect with a number of schedules to all parts of the South and Southwest.

Western Summer Market Slated for Week of August 4

Western Summer Market will open at the Western Merchandise Mart in San Francisco, August 4 through 9, concurrent with the official opening of the Mart's new \$2,000,000 addition, according to an announcement by Frank K. Runyan, president of the Mart and member of the Board of the Directors of the San Francisco Chamber of Commerce.

● The latest designs of the products of over 2000 manufacturers of all types of home goods will be shown, Runyan said.

Runyan looks for promising trade in the furniture, home equipment and related fields in the Pacific Coast region for several years to come. Principal reasons for this promising trade outlook, he said, may be found in the marked increase in population, the higher than national average per capita buying power, and the continuing high demand for homes and home goods.

"To capitalize on these factors," Runyan declared, "all of us in the home goods industry, in common with those in other fields, must make certain adjustments: first, in broadening our own individual thinking; second, in balancing physical inventories; third, in re-establishing price levels based on true values; fourth, in raising our standards of service; and fifth, in improving consumer relations to re-sell the public on the economic importance of our system of free enterprise."

State Legislature action establishing a World Trade Center in San Francisco was hailed this week by the San Francisco Chamber of Commerce as a "great step in the development of the entire state."

U. S. Chamber Head Meets With S. F. Chamber Board Today

Earl O. Shreve, newly-elected president of the United States Chamber of Commerce, will be guest of honor at today's meeting of the Board of Directors of the San Francisco Chamber of Commerce.

● Shreve will discuss ways in which policies and operations of the U. S. Chamber can best serve the various sections of the country and business interests of the nation. His talk will be followed by a round table discussion of national Chamber matters of interest locally.

Shreve will be accompanied by Arch Booth, manager of the U. S. Chamber. Other guests at the meeting will include Raymond Alvord, past president of the San Francisco Chamber and associate of Mr. Shreve as commercial vice president of General Electric Corporation; William E. Hammond, manager of the U. S. Chamber's western division; Earl Reynolds, assistant manager; and Ernest Ingold, former president of the San Francisco Chamber.

C of C Appointments to World Affairs Council

Five men active in the affairs of the San Francisco Chamber of Commerce have been appointed to serve on the newly-formed World Affairs Council of Northern California.

● Appointed to the Board of Trustees are: Louis B. Lundborg, general manager of the Chamber; Brayton Wilbur, 1946 Chamber president; Walter A. Haas, former Chamber president and director; and O. C. Hansen, past president of the Chamber's Foreign Trade Association and present member of its Executive Committee.

Treasurer of the Council is T. G. Franck, a member of the Chamber's Traffic and Highway Committee.

Formed to provide a focal center for all organizations and educational facilities concerned with world affairs, the Council will be headed by Dr. Monroe E. Deutsch, vice president and provost of the University of California, as president. Vice presidents are Dr. Lynn T. White, president, Mills College; Ronald Bridges, president, Pacific School of Religion; Carl Spaeth, dean of Stanford Law School; and Oliver P. Wheeler, vice

(Continued on page 4)

● Chamber President Carl J. Eastman commented that passage of the trade center bill by the State Senate marks the high spot of years of effort by the Chamber, by Leland W. Cutler, president of the World Trade Center Corporation and by the Board of Trustees of the Corporation.

"Mr. Cutler and the members of the San Francisco delegation are to be highly congratulated on their efforts to have this important measure passed by the Legislature despite lack of cooperation from many sources," Eastman said.

The Chamber in cooperation with the Foreign Trade Association originally sponsored the project in January, 1944, and set up the present non-profit corporation.

Alexander von Hafften, manager of the Chamber's Legislative Department, worked closely with Cutler and the San Francisco delegation during the recent hearings and discussions on the bill.

Directory of California Manufacturers Being Prepared

The first statewide directory of California manufacturers is now in preparation by the California Manufacturers Association.

● Although questionnaires have been sent to all California manufacturers, individual chambers of commerce are being requested to urge their members to supply complete data on the products they manufacture.

Information should be sent to the headquarters of the California Manufacturers Association, 220 Montgomery Street, San Francisco.

"AMBASSADOR" DICK HAYMES



Left to right: Richard L. Swig, public relations representative of the San Francisco Junior Chamber of Commerce; Virginia Phillips ("Miss San Francisco"); Dick Haymes and Helen Forrest. Occasion was the arrival of Dick Haymes and Helen Forrest in San Francisco for personal appearances. Haymes was recently presented with an "Ambassador Extraordinary" card by the San Francisco Chamber in recognition of a recent tribute to San Francisco on his nation-wide radio program.

Coordination of Industrial Activities Discussed at Stockton

Ways and means of further coordinating industrial development activities of Northern California chamber of commerce were discussed by industrial department managers at their second conference of the year at Stockton.

● The group decided to be known hereafter as the Northern California Chambers of Commerce Industrial Managers Conference.

An afternoon session was followed by a dinner at which the industrial men were guests of the Stockton Chamber. Harold T. Wood, manager of the Stockton Chamber's Industrial Department, sponsored the meeting.

In attendance were Don M. Follett, Oakland; G. L. Fox, San Francisco; Guilford Koch, San Jose; Weldon Vance, Berkeley; Leslie Van Doren, Sacramento; Ray C. Williams, Salinas; and Pete Woodcock, Richmond.

S. F. Streets to Have New Traffic Signals

A \$64,000 contract for modern traffic signals has been awarded the General Electric Company by the City of San Francisco, according to A. G. Jones, San Francisco G. E. Pacific District Manager.

● Scheduled for delivery early in 1948, the signals will be installed along Van Ness Avenue from Bay Street to Fell Street; thence via Tenth Street to Division; thence along Potrero Avenue to Army Street.

Installation of the traffic signals was one of the recommendations made by the San Francisco Chamber in its "traffic action" program last fall.

Ads Tell Story Of Westinghouse Western Program

Development of the Westinghouse Pacific Coast manufacturing program is being brought to the attention of the public through a series of newspaper ads pointing up the importance of Westinghouse to the West.

● Titled "The West in Our Name Takes on a New Meaning," the ads tell the story of the establishment of the Westinghouse organization on the Pacific Coast and the company's increased manufacturing facilities now available to serve the West.

It is pointed out that while many of the company's plants have heretofore been single-production units, its recently acquired Sunnyside plant will duplicate many of the entire company's manufacturing facilities. Transformers, formerly made only in Sharon, Pennsylvania, and Emeryville, California, will be built at Sunnyside. Also manufactured at Sunnyside will be turbines, motors and switchgear. All products formerly made only in the company's eastern plants. In addition, the company plans fabricating at Sunnyside certain home appliances formerly made only in the East.

Commenting on the importance of the Westinghouse program to the West, Carl J. Eastman, president of the San Francisco Chamber of Commerce, said: "Certainly the Westinghouse developments testify to the fact the western market is now large enough to support important types of manufacturing operations and that the Bay Area is one of the most advantageous points on the Pacific Coast from which to serve the western market with factory facilities."

May Industrial Expansion . . .

—By the Chamber's Industrial Department

Over \$10,000,000 will be expended for industrial development in northern California, according to tabulation made during May 1947 by the Chamber's Industrial Department. Forty new plants will cost \$8,405,900, while 29 expansions of existing factories will represent \$1,977,000 of the total outlays of \$10,382,900.

● Total development for the 48 northern California counties during 1947 through May represents 420 projects with expenditures to aggregate \$57,678,200. This compares favorably with the first five months of 1946 when 649 projects were tabulated to cost \$53,409,768. During the same periods the Bay Region (12 counties) accounted for 326 projects to cost \$46,680,200 thus far in '47, compared to 535 projects tabulated through May '46 for a total expenditure of \$41,042,535.

May 1947 industrial projects summarize as follows:

● Northern California:	
29 expansions	\$1,977,000
40 new plants	8,405,900
● Bay Region	
17 expansions	1,585,500
31 new plants	2,926,900
● San Francisco	
6 expansions	1,068,000
6 new plants	128,000
(to create 144 new jobs)	

Representative Bay Region projects for May are:

- Liberty Machine & Pole Line Co., 244 Napoleon St., San Francisco, has leased building at this address to more than double capacity of plant. Total expansion to cost about \$70,000 and ultimately provide 10 new jobs.
- Ross Industries, Inc., 3776 24th St., San Francisco. New pilot plant to manufacture banana crunch. Franchises will be granted to dairies in other cities. Plant will cost \$65,000 and employ 17.
- Matmor Caning Co., Inc., Woodland, Yolo County. Installing new equipment in \$200,000 plant to increase capacity 25%.
- Stoddard-Ascherman Milling Co., Napa. New \$50,000 plant to grind and blend various kinds of animal and poultry feed.
- General Chemical Co., Richmond. Purchased government owned acid plant at foot of Castro and S. 26th Sts. for \$325,000. Plant has capacity of 65,000 tons of acid annually.
- Coast Manufacturing Co., Livermore, will install \$200,000 worth of equipment to weave and process fibreglass cloth.
- Napa Fertilizer Co., Napa. is a new plant which grinds and blends various kinds of fertilizers. Plant cost approximately \$36,000.
- Pacific Paper Materials Co., 5th and Gilman, Berkeley, granted C.P.A. permit for new waste paper processing plant to cost about \$25,000.



Public Relations News

52 Vanderbilt Avenue • New York 17, N. Y.

RECEIVED

JUN 18 1947

Letter No. 153

June 16, 1947

CASE HISTORY

How a great community can slumber over a vital public relations problem for many years, then awaken and solve it in a few years by applying modern techniques, is illustrated by the experience of the San Francisco Chamber of Commerce. Strained relations between organized business in San Francisco and the rural area on which it depends for markets and a source of wealth had been vaguely felt and widely ignored for a long time. But when a public opinion survey showed that two out of three people in the "hinterland" resented the city and went out of their way to do business in more distant and less logical centers, the Chamber of Commerce organized a committee of 83 members, asked it for a program of reform and reorientation and went to work.

The committee was set up nearly ten years ago. Today organized groups of every sort representing agricultural interests within 200 miles of the city work in the closest cooperation with the chamber, and the agricultural backlog is almost universally recognized as the most valuable asset of the community.

The committee consists entirely of dirt farmers and of businessmen who live by doing business with farmers. They started their reform program by doing instead of talking.

First job was to help farmers dispose of a huge apple crop that threatened to glut markets and ruin prices. A special apple disposal committee enlisted the help of the newspapers, radio stations and grocery stores and chains. "Buy apples now" became a regional slogan. Within two weeks the surplus was lifted, prices had been maintained and farmers began to see some good in big city business.

Next job was to move a big surplus of potatoes on which the whole economy of the Stockton community depends. Like methods brought similar results. Now a permanent surplus crop disposal committee is on the job 12 months in the year to help in any similar emergency.

From there the committee went to the solution of other economic problems of farmers and the business concerns depending on them. When labor trouble threatened to suspend trucking service to the farmers, the chamber's committee stepped in, worked out a satisfactory compromise and kept supplies moving into and produce moving from the farms. Today this is the most important and influential committee of the chamber and the only one whose recommendations have never been turned down by the directors.

How well the experiment has paid off is shown by another public opinion study made in April. Instead of 66% of the rural population being critical of San Francisco and its business interests, the figure has now shrunk to 33% and is steadily declining. Rural understanding and cooperation are largely accountable for the fact that much of the industrial expansion in the area is based on processing the foodstuffs raised in the San Francisco area, a large part of which once went to more distant markets.

That experience is one basic reason why the exceptionally strong PR program of the chamber is firmly rooted in community relations. Such thinking shapes all the chamber's plans, largely devised by General Manager Louis B. Lundborg.

Increase in Area's Exports and Imports For First Quarter 1947

World trade shipments through the San Francisco-Oakland Customs District in the first quarter of 1947 showed a decided increase over the same period last year, leading the entire Pacific Coast, according to figures reported by the U. S. Department of Commerce.

● **Export shipments** for January-March totaled \$118 million, and imports \$55 million for the same period. This boosted 1947 exports to almost double the figure for a year ago during the same period, and imports almost triple a year ago.

Exports from the entire Pacific Coast in March increased 41% in shipping weight and 22% in value to 2.2 billion pounds and \$107 million. Imports increased to 506 million pounds valued at \$39 million in March.

Value of exports at other Pacific Coast ports were as follows: Los Angeles, \$67 million; Washington, \$57 million; Oregon, \$47 million; and San Diego, \$7 million.

Los Angeles ranked second in value of imports with \$28 million; Washington, \$20 million; Oregon, \$5 million; and San Diego, \$1 million.

Scandinavian Air Tour To Take Off From Here This Week

San Francisco Bay Area will be the port of origination of the first privately chartered transoceanic air tour ever undertaken across the Atlantic from California, according to an announcement by the Scandinavian Travel Bureau of San Francisco and Copenhagen which is sponsoring the tour.

● **The flight** is scheduled for June 30, with destination Copenhagen July 2. It will be made on a DC-4 chartered from Transoceanic Air Lines, leaving from Oakland Airport.

New York is to be the intermediate take-off point before the ocean hop, which will follow the Newfoundland and Scotland route. Overall flying time is estimated at 38 hours.

As advance guard Sven Strilbott, editor of *Bien*, the Danish weekly published in San Francisco, is emplaning Sunday for his homeland to make preparations for the reception of the 40 charter passengers on arrival at the Danish capital.

Early in September the party will re-assemble in Copenhagen for the return trip.

FOREIGN TRADE TIPS

Foreign buying and selling opportunities are listed bimonthly in the "International Bulletin" issued by the World Trade Department. Samples of these trading opportunities appear below; for further information call EXBbook 4511, Ext. 70. Also included are notices of the arrivals of foreign visitors in San Francisco or other parts of the United States.

EXPORTS

7255 TURKEY—U. S. Gokceatam Muessessei, Ataturk Bulvarı 94, Ankara, is interested in poultry equipment (incubators, etc.), and honey, molasses processing equipment.

7256 URGUAY—Max Mayer e Hijo, Casilla no. 884, Montevideo, wants small air-conditioning units for home and office; also electric stoves for winter-heating. Should like representation for same.

IMPORTS

7257 BRAZIL—Gloria & Cia., Rua Conselheiro Saravia 55—Jo, P. O. Box 4665, Rio de Janeiro, offers coffee and seeks a representative here for their products.

7258 CEYLON—Vatsal & Co., 119 Third Cross Street, Colombo, offer native produce such as tea, desiccated coconuts, arcanuts, pepper, ginger, lemon-grass oil, coriander, cotton seeds, cinnamon leaf oil, etc. Would like to appoint an agent or representative here.

7259 CHINA—Cathay Trading Co., Ltd., P. O. Box 478, No. 18 Chung Shan Road, Tsingtao, offer one of Shanghai's staple products: "Jinglong Vermicelli," especially desired by the Oriental trade. Samples and prices on file.

7260 CZECHOSLOVAKIA—Ceskoslovenske Chemické Zavody-Narodni Podnik, 30 Stepasaska Street, Prague II, offer a complete catalog of all types of chemicals. (List on file.)

7261 DENMARK—Andri Nielsen, Ingemannsvej 22, Copenhagen, manufactures and exports non-acid fire-gauge (used with machine embroidery industries; supports material while embroidery is being made). More details on file.

7262 GREECE—Christos Garefis & Co., 7 Monastirion St., Thessaloniki, offers all kinds of native intestines, salted, dried, etc.

7263 HONG KONG—H. Connell & Co., Ltd., Bank China Bldg., specialize in and offer tinseling cane, rattan, seagrass, mats, enamelled black chair cane webbing, etc. (See list for code words, prices and other items.)

7264 INDIA—Halifax & Co., Salkot City, offer a wide variety of indoor and outdoor games and sporting goods. Catalog and prices on file.

7265 INDIA—Rashid Turner, Salkot City, manufacture and export surgical instruments, indoor and outdoor games, sporting goods, trophy cups, cutlery, etc. Prices and catalog on file.

7266 INDIA—Haashambhoy Abo Mabomed & Son, 231 Vishnupada Rd., Bombay 9, offer fishmaw, bladder pipes and "vam," to the Chinese colony.

WORLD AFFAIRS COUNCIL

(Continued from page 1)

President and research director of the Federal Reserve Bank of San Francisco, Mrs. Robert K. Vickery, chairman, general committee, Institute of International Relations, was elected secretary.

First to be established on the Pacific Coast, the Northern California Council was founded by the Institute of Pacific Relations and the International Center.

NOTICE

The San Francisco Chamber of Commerce will be closed on Saturdays during June, July and August.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBbook 4511, Ext. 56.

D-6708—STEINBERGER BROTHERS, INC., 10 West 33rd Street, New York, New York, desire a salesman for California to handle worsted, angora and rayon yarns. Contact department, general, retail and variety stores.

D-6709—SAV-WAY INDUSTRIES, INC., 4875 E. Eight Mile Road, Detroit 13, Michigan, seeking a manufacturer's representative for their coaster wagon. Would call on department and hardware stores.

D-6710—ROBERT W. ROSIN, 182 College Street, Rochester 8, New York, interested in representing local manufacturers of novelties and small luxury items, in New York State.

D-6711—RIPLEY COMPANY, INC., P. O. Box 31, Middletown, Connecticut, would like to contact a manufacturer's representative to handle their photo-electric controls, lighting controls and general electronic equipment.

D-6712—A. G. FIELD AND COMPANY, LTD., 1603 K Street, N. W., Washington 6, D. C., seeking a representative in California for electrical instruments, manufactured in England. Would contact electrical wholesalers throughout the state.

D-6713—SAMCO PRODUCTS, 703-15 North Main Street, Erie, Kansas, seeking a manufacturer's agent to handle their electric hardware.

D-6714—CANDLER-HILL CORPORATION, 405 Midland Avenue, Detroit 3, Michigan, desire a distributor for their turbine pump. Designed for water, but will handle other liquids.

D-6715—BEST COAST COMPANY, 8 Williams Street, Roxbury 19, Massachusetts, seeking a sales representative to handle their men's clothing and sportswear line.

D-6716—GEORGE JUE MANUFACTURING COMPANY, 350 Washington Blvd., Venice, California, seeking sales representatives for their children's tricycle made of aluminum.

D-6717—F. P. ROSSEL, 333 Belgrade Avenue, Mankato, Minnesota, would like to represent local manufacturers of electrical supplies in Minnesota, Northwest Wisconsin and North and South Dakota.

D-6718—ALBERT J. LILYGREN COMPANY, 954 Howard Street, San Francisco 3, California, desire salesmen to assist with nationally known lines of marine pleasure craft paints and marine and industrial valves and pumps. Sell to dealers and distributors in Northern California. Headquarters, San Francisco, car essential.

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Governor Urged to O.K. Trade Center

EARL O. SHREVE VISITS S. F.



Left to right: Carl J. Eastman, president, San Francisco Chamber of Commerce; and Earl O. Shreve, president, Chamber of Commerce of the United States. Occasion was a press conference during Shreve's visit to San Francisco to confer with the Chamber's Board of Directors.

A telegram, urging Governor Earl Warren to sign the World Trade Center Bill passed recently by the Legislature, was sent to the Governor last week by Carl J. Eastman, president of the San Francisco Chamber of Commerce.

● Following is the text of the wire: "The San Francisco Chamber of Commerce, representing over 6000 members active in business affairs of the city and state, respectfully urges you to sign the World Trade Center Bill adopted by both houses of the legislature. With completion of this project sponsored by the Chamber, California will have again demonstrated to the nation its progressive attitude toward world affairs and contributed directly to the economic and social advancement of neighbor nations."

In addition to the Chamber, the Foreign Trade Association, the San Francisco Retail Dry Goods Association, and the Retail Merchants Association have wired the Governor urging approval of the bill.

The World Trade Center was first sponsored by the San Francisco Chamber in January 1944.

S. F. and Seattle Supply Centers Now Accepting Bids

Bay Area businessmen interested in submitting supplier bids to the Bureau of Federal Supply centers at San Francisco and Seattle, are urged to write H. C. Maaske, manager, San Francisco Supply Center, Treasury Department, Room 1507, 100 McAllister Street, and William B. Ihlanfeldt, manager, Seattle Supply Center, Treasury Department, 2400 Fourth Avenue South, Seattle 4, Washington.

● The Centers are now bringing bidders' lists up to date and would like to hear from manufacturers concerning their interest in submitting bids for various supply items.

Chamber Request for Airport Landing Aids Study Granted

Authorization of a study of the landing aids requirements of San Francisco Airport leading to eventual installation of an integrated landing aids system was voted last week by the Public Utilities Commission.

● The action was taken on recommendation of the San Francisco Chamber of Commerce, which pointed out that the airport's expansion and modernization will be of no value unless planes are able to land regularly and safely. The Chamber cited airport records which

show that 2.5 per cent of all scheduled flights are not completed because of adverse weather conditions.

"While the Instrument Landing System now being installed will assist greatly in regularizing landing operations," the Chamber stated, "that system by itself will not overcome weather conditions. The only answer to the problem is an integrated landing aids system which embraces all known landing aids required at our airport."

General Business Activity

Thumb Nail Sketch: by the Research Department

• TREND

The general business activity in San Francisco during May was slightly above May last year. Our May Index at 209.9, although a new all-time May high, was only 1.6% above last May.

In contrast with this general trend, however, several activities showed sharp improvements including manufacturing industries, airport traffic, shipping, World Trade, construction, postal receipts, commercial failures, commercial employment, receipts of cattle, calves, dairy and poultry products; water consumers and tourist and settler inquiries. Other activities showing fair improvement included bank debits, department store and independent retail store sales, freight car movements and sales of electrical energy and gas.

• EMPLOYMENT

Placements in San Francisco during May reported by the C.S.E.S. totaled 3,218, of which 2,322 were industrial and 896 commercial. May placements compared closely with the preceding month when a total of 3,380 was made including 2,318 industrial and 1,062 commercial. Unemployment insurance claims on June 5 totaled 19,208 or 3,548 fewer than a month earlier. Claimants in the industrial field numbered 14,681, commercial field 2,937 and maritime 590, compared to 16,959, 5,290 and 507 respectively at the beginning of May. San Francisco's ratio of claims to the State indicates less than average in proportion to the population. The U.S. Census Bureau reported civilian employment in the United States reached an all-time high of 58,330,000 during May.

accounted for 50% of all sales, regular charge sales 45% and installments 5%. The ratio in California was practically the same at 52%, 44% and 4%; while sales in the Districts were 53%, 42% and 5% respectively. Compared to a year ago the proportion of regular charge sales and installment sales has increased while cash and C.O.D. sales have decreased.

Independent store sales in San Francisco during April, according to the latest reports of the U. S. Census Bureau, were up 5% above April a year ago, and cumulative sales were 11% higher. Four months' cumulative sales for major groups compared to last year show the following gains: Food 15%; general merchandise 8%; apparel 3%; house furnishings 34%; lumber and building materials 27%; automotive group 69%; filling stations 14%; and drug stores 14%. On the other side of the ledger—florists' sales were off 10%; liquor, packaged goods 15%; drinking places 16%; eating and drinking places 7% and jewelry 22%. Trade outlets licensed in San Francisco on December 31, 1946, based on reports of the State Board of Equalization just released, totaled 23,430, of which 20,664 were independent and 2,766 chain. This represented an increase in the total of 587 outlets or 2.6 per cent over July 1, 1946. Taxable retail sales in San Francisco for the calendar year 1946 were reported at \$1,150,259,000.

• WHOLESALE TRADE

Merchant wholesalers' sales on the Pacific Coast during the first four months, according to the U. S. Census Bureau reports, were 23% above the same period last year, and April sales were up 21%.

• WORLD TRADE

World Trade represented by export and import movements through San Francisco-Oakland Customs District during the first quarter of 1947 far exceeded the volume for the same period last year. Exports were up 71.3% in value and 21.3% in volume; while imports were up 183.5% in value and 82.9% in volume.

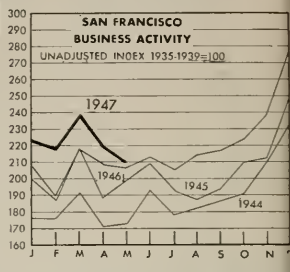
	Number		San Francisco in per cent of State total 6:5:47
	6:5:47	5:1:47	
Total Claims in San Francisco	19,208	22,756	7.86
Initial.....	1,752	2,424	8.93
Continued....	12,426	14,204	7.70
Compensable..	10,716	12,954	7.41
Veterans			
Initial.....	91	280	1.48
Continued....	3,652	5,828	6.53
Unemployment Insurance Exhausts	353	324	6.78
Total Population 1/1/47, 812,400			8.6

• TRADE

May department store sales in San Francisco were up 1.0% above May last year and the five months' average was 5% according to the Federal Reserve Bank. Final reports on April department store sales reveal that the cash and C.O.D. sales in San Francisco

• MANUFACTURING

May Bay Area industrial developments included 48 plants with outlays of \$4,512,400, according to the Chamber's Industrial Department. This total included 31 new plants with outlays of \$2,946,900 and 17 expansions with outlays of \$1,585,000. The five months'



cumulative for the Bay Area accounted for 326 projects to cost \$46,680,200, compared to 535 projects costing \$41,042,535 during the same period a year ago.

May employment of production workers in the manufacturing industries in the Bay Area reached 121,800 compared to 122,000 in April and 110,900 in May last year, according to the State Department of Industrial Relations. The durable goods group reported 66,000 and the non-durable group 55,800. Employment of production workers during the first 5 months averaged 26.5% above the same period last year. May payrolls exceeded last year by 17.2% and the 5 months' average was 40.7%. May average weekly earnings amounted to \$56.34 compared to \$55.43 in April and \$51.58 in May last year. Average hourly earnings amounted to \$1.451 compared to \$1.421 in April and \$1.388 last May. Average hours worked per week totaled 38.8 compared to 39.0 in April and 39.4 last May.

• TRANSPORTATION

Freight car movements in the San Francisco-Oakland switching limits during May were up 3.2% above last May and the 5 months' cumulative was up 10.8%. San Francisco Airport traffic during May soared to a new all-time monthly high with 5,814 planes in and out and 80,022 passengers on and off. This was 30.5% and 11.1% respectively above last May. May vessel arrivals were up 24% and departures 25.8% compared to May last year.

• CONSTRUCTION

May building permits for San Francisco numbered 644 and amounted to \$2,950,736. Residential permits accounted for 184 valued at \$1,546,798 and provided for 212 dwelling units, of which 162 were single family type. New non-residential permits numbered 19 valued at \$337,710; and additions, alterations and repairs totaled 441 valued at \$1,066,228.

• LIVING COSTS

Living costs in San Francisco during May turned down 0.4% from an all-time April high. Food came down 0.9%, clothing 0.2% and miscellaneous 0.1% but house furnishings rose 0.9% while other items remained the same. The U. S. Department of Labor Cost of Living Index for San Francisco on May 15 was 160.7 or 19.2% above a year ago. The average for the first 5 months of 159.9 was 19.3% above the same period last year.

Survey of Business Conditions in San Francisco

May 1947

BRANCH CI ACTIVITY	MAY 1947	MAY 1946	PER CENT CHANGE	5 MONTHS 1947	5 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY						
S. F. C. of C. Index 1935-39 Avg. = 100	209.9	206.5	1.6	221.9	206.0	7.7
CONSTRUCTION PERMITS						
Total	(number) 644	734	-12.3	3,348	3,721	-10.0
Residential, New	(value) 2,950,736	2,472,831	19.3	17,302,218	23,048,122	-24.9
Dwelling Units	(number) 154	242	-24.0	1,011	1,222	-17.3
Single-Family Dwellings, New	(value) 1,546,798	1,508,500	-1.4	8,767,033	8,034,844	9.1
Non-Residential, New	(number) 212	280	-24.3	1,195	1,427	-16.3
Additions, Alterations and Repairs	(value) 1,265,698	1,152,700	9.8	6,825,535	5,903,844	15.6
Real Estate	(number) 19	17	11.8	97	181	-46.0
Sales	(value) 337,400	200,025	66.8	2,910,314	9,294,209	-68.7
Mortgages and Deeds of Trust	(number) 441	475	-7.2	2,240	2,318	-3.4
RETAIL DEPARTMENT STORE SALES	(value) 1,066,228	704,306	51.4	5,624,871	5,719,069	-1.7
San Francisco	(index) 233	237	-1.7	229	221	3.6
FINANCE						
Bank Debits	(\$000) 1,887,821	1,828,602	3.2	10,169,503	9,223,258	10.3
Bank Clearings	(\$000) 1,483,702	1,426,014	-1.7	7,794,311	7,114,944	9.5
Postal Receipts	\$ 2,606,745	1,430,944	82.2	8,658,798	10,270,166	-15.3
San Francisco Stock Exchange	(no. shares traded) 1,062,094	1,376,870	-22.9	4,812,386	7,454,286	-35.4
COMMERCIAL FAILURES	(market value) 13,551,882	24,582,206	-44.9	68,945,982	116,826,442	-41.0
Liabilities	(number) 3	5	-40.0	19	11	72.7
Assets	\$ 56,397	154,390	-63.5	384,542	204,542	88.0
EMPLOYMENT & PAYROLLS—Bay Area 5 Co.'s	(index) 41,869	133,184	-68.6	211,701	189,271	11.9
Employment	(index) 145.1	132.3	7.6	143.8	110.7	26.5
Payrolls	(index) 264.6	221.6	17.2	256.6	179.6	40.7
NON-MFG. INDUSTRIES (5 Co.'s.)						
Laundry, Cleaning, Dyeing	(payroll) 165.2	174.6	-5.4	168.7	167.6	0.7
Wholesale Trade	(payroll) 204.7	170.8	19.8	200.3	162.8	23.0
Retail Trade	(payroll) 198.2	169.1	17.2	196.2	160.0	22.6
Hotels	(payroll) 243.3	233.7	4.1	241.4	224.9	7.3
PLACEMENTS IN SAN FRANCISCO—C.S.E.S.						
Industrial Placements	(number) 3,218	3,654	-12.0	16,918	19,395	-12.8
Commercial Placements	(number) 2,322	2,867	-19.0	12,183	14,958	-18.6
TRANSPORTATION	(number) 896	787	13.9	4,795	4,437	8.1
Freight Car Movements	(number) 23,142	23,029	0.5	118,422	113,594	4.3
San Francisco Airport Traffic	(no. planes) 8,022	4,456	36.3	33,540	20,540	14.6
Express Shipments—Rail	(no. passengers) 8,022	72,050	11.1	324,054	260,625	13.1
Air Mail Loaded	(number) 269,755	374,698	-28.0	1,447,844	1,966,147	-26.4
Vessel Arrivals with Cargo	(number) 20,738	21,875	-5.2	93,123	86,484	7.7
Vessel Departures with Cargo	(net registered tons) 316,369	318,379	-0.4	2,394,464	3,432,600	-30.7
Exports—Value	(millions of dollars) 305	246	24.0	1,572	1,266	24.2
Imports—Value	(millions of dollars) 1,421,093	1,092,893	26.3	7,181,263	5,676,003	27.2
Quantity	(millions of pounds) 327	260	25.8	1,637	1,298	26.1
Quantity	(millions of pounds) 1,469,783	1,195,317	23.0	7,366,369	5,641,621	29.5
Imports—Value	(millions of dollars) 38.2(d)	18.1(e)	111.0	118.2(f)	69.0(g)	71.3
Quantity	(millions of pounds) 479.2(d)	453.4(e)	5.7	1,561.3(f)	1,286.7(g)	21.3
Imports—Value	(millions of dollars) 18.7(d)	5.3(e)	252.8	35.0(f)	19.4(g)	183.5
Quantity	(millions of pounds) 131.0(d)	50.4(e)	159.9	420.5(f)	229.9(g)	82.9
UTILITIES						
Electric Energy Sales Index	(k.w.hrs.) 182	180	1.1	200	189	5.8
Industrial and Commercial Gas Sales	(cu. ft. in thous.) 1,045,021,600	1,004,368,600	4.0	5,825,262,900	5,441,501,800	7.1
Water Consumers	(net gain) 258	152	47.0	1,511	970	55.8
NEW DEVELOPMENTS						
Tourist and Settler Inquiries	(number) 850	376	128.5	2,858	1,346	112.3
Bay Bridge Vehicle Crossings	(number) 2,208,009	2,169,977	1.8	10,360,040	10,328,570	-0.2
Golden Gate Bridge Vehicle Crossings	(number) 722,321	609,622	18.5	2,892,167	2,640,269	9.5
DAIRY RECEIPTS, FRUITS AND VEGETABLES						
Butter	(pounds) 3,482,499	1,233,494	182.3	12,044,200	4,209,837	186.1
Cheese	(pounds) 1,302,359	1,099,899	18.7	6,812,812	6,260,568	8.8
Eggs	(cases) 105,491	80,809	21.5	546,653	469,507	16.4
Poultry, dressed	(pounds) 1,283,057	975,974	31.4	7,855,540	8,100,286	-3.3
Fruits and Vegetables	(carlots) 1,897	1,918	-1.0	8,293	7,710	7.0
LIVESTOCK SLAUGHTER (b)	(total number) 189,135	225,270	-16.0	854,849	1,068,369	-20.0
Cattle	(number) 45,988	56,541	-23.9	196,666	209,005	-5.9
Calves	(number) 15,638	12,678	23.4	60,094	47,328	27.0
Sheep and Lambs	(number) 88,547	139,702	-36.6	340,017	554,665	-38.7
Hogs	(number) 38,962	36,352	7.2	258,072	257,371	0.3
S. F. LIVING COSTS 1935-39 Avg. = 100						
Food	(index) 199.9	150.4	32.9	199.4	149.0	33.8
Clothing	(index) 179.6	149.6	20.0	176.5	147.6	19.6
Rent	(index) 106.8	106.8	0.0	106.4	106.4	0.0
Fuel, Electricity and Ice (c)	(index) 82.5	85.9	-4.0	82.5	89.4	-7.7
Gas and Electricity	(index) 72.7	77.7	-6.2	72.7	81.7	-11.0
House Fuel and Ice	(index) 15.4	15.4	0.0	116.4	113.2	2.8
House Furnishing Goods	(index) 153.2	131.4	16.6	151.4	130.4	16.1
Miscellaneous	(index) 148.4	134.9	10.0	147.7	134.4	9.9
All Items	(index) 160.7	134.8	19.2	159.9	134.0	19.3

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1923 and electricity costs since 1921.

(d) March, 1947 (latest available).

(e) March, 1946.

(f) 3 months, 1947.

(g) 3 months, 1946.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

Official Rate of Exchange Asked Here

Passage of legislation which would require the U. S. Treasury Department or Federal Reserve Bank to determine and publish an official rate of exchange to facilitate customs clearance was urged today by the San Francisco Chamber of Commerce.

● **Last year** the Chamber's World Trade Committee asked the Winthrop-Aldrich National Advisory Committee on International Monetary and Financial Problems to amend Section 522 of the National Tariff Act of 1930 to clarify the procedure in ascertaining the value of foreign currency for customs purposes, where there are dual or multiple exchange rates.

For many years, the Committee pointed out, the lack of official exchange rates has prevented speedy clearance of imports through the U. S. Customs. As a result, it is claimed, many transactions in foreign currencies have been pending five or more years, imposing hardships on importers, and discouraging imports of commodities from those countries.

Declaring that approval of the proposed legislation would do much to clarify the situation, Forrest E. Brookman, vice chairman of the World Trade Committee, said, "It will make it possible for importers to negotiate business, knowing exactly what currency rates will be used in the assessment of duties."

"Passage of this legislation is needed to assist the national policy in doing everything possible to facilitate imports at a time when increased imports are essential to provide dollar exchange to pay for our huge volume of exports," Brookman declared.

The Committee also recommended that provision be made in enactment of the bill into legislation for the rate-fixing function to be performed by monetary and economic experts outside the Customs Service.

HIGH SPOTS

**SAN FRANCISCO
CHAMBER OF COMMERCE
CURRENT PROJECTS**

July, 1947

● WORLD TRADE CENTER

Legislation being enacted to establish World Trade Center in San Francisco as result of aggressive program carried on by World Trade Center, Inc. and the Chamber since 1944.

● STATE HIGHWAY PROGRAM

Chamber efforts on state highway program successful with passage of legislation by California Legislature.

● TRAFFIC SIGNALS

Modern traffic signals being installed on San Francisco's main streets as result of recommendation made by Chamber in its "traffic action" program last fall.

● AIRPORT LANDING AIDS STUDY

Negotiations underway for installation of landing aids system at San Francisco following Chamber request for study of airport's landing aids requirements.

● FONTANA PLANT REFINANCING

Chamber acting to get more steel at lower prices for western fabricators through proposals for refinancing of Fontana steel plant

YOUR CHAMBER WORKS FOR YOU

City Sales Tax Urged by Chamber

S. F. Chamber Seeks Survey of Pacific Ocean Fishing Resources

Survey of the fishing resources of the Pacific Ocean area for the development of a high seas fishing industry was urged today by the San Francisco Chamber of Commerce.

● **Legislation** is now pending in Congress which calls for specific appropriations from unexpended balances now available in the U. S. Treasury Department.

The World Trade and Hawaiian Affairs Committees of the Chamber pointed out that Hawaii's fishing industry has increased in importance in recent years, holding possibilities of greater expansion which will contribute to a more balanced economy for Hawaii.

Starr Bruce, chairman of the Hawaiian Affairs Committee, commented, "Development of these resources not only would augment the food supply of fish products in the Pacific Area countries where fish is an important item of diet, but would also have a tendency to permit backward areas to improve their respective economies."

Pointing out that development of these resources would permit expansion of fishery industries in the Hawaiian Islands, Forrest E. Brookman, vice chairman of the World Trade Committee, declared, "It will also contribute to a greater diversification of industries in the Hawaiian Islands in providing additional means of employment for an increasing population caused by wartime conditions."

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Reconsideration of the proposed city sales tax by the Board of Supervisors was strongly urged this week by the San Francisco Chamber of Commerce.

● **The Chamber** reaffirmed a stand taken last month when its Board of Directors recommended adoption of the sales tax to broaden the city's tax base.

The Chamber further recommended to the Board of Supervisors that the proposed measure exempt from the sales tax purchases bought for use outside the City and County of San Francisco.

Such action would prevent a hardship on San Francisco manufacturers and wholesalers and would be in line with the present state sales tax which exempts purchases made for out-of-state use, the Chamber said.

The Chamber's Tax Committee, headed by Leland M. Kaiser, pointed out that the additional city expenditures approved by voters last fall makes necessary additional monies to take care of the city's budget. This money must be raised by supplementary sources of revenue to avoid overburdening present sources, the Committee claimed.

Said Kaiser, "The experience of over sixty California cities that have adopted supplementary sources of revenue has apparently proven that the consumer or sales tax is the most acceptable and least disturbing of any of the supplemental sources."

Carl J. Eastman, Chamber president, commented that "in the Chamber's opinion, the city sales tax is the most equitable form of raising additional revenue. We feel that in the interests of the city the Board of Supervisors should immediately reconsider this measure."



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SAN FRANCISCO CHAMBER OF COMMERCE

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NOTES from the Chamber's WASHINGTON OFFICE

• BENICIA ARSENAL

Efforts by chambers of commerce in the Bay Area to obtain Congressional as well as Army review of the economy and efficiency aspects of removing general distribution depot facilities from the Bay Area to Ogden, Utah, have been successful.

Congressman Jack Z. Anderson of California today informed the Washington Office that the House Armed Services Committee proposed to hold hearings later on during the month on the general problems of depots now in use by all branches of the armed services. Following hearings in Washington, other hearings will be held throughout the country with the view of drafting comprehensive recommendations to the armed services. The people of Benicia took the initiative in the campaign because of projected severe cuts in personnel at the Arsenal.

• STATEHOOD FOR HAWAII

This office joins with many individuals and organizations in thanking the House of Representatives in passing H.R. 49 to provide Statehood for Hawaii. The measure now goes to the Senate for consideration by its Public Lands Committee. Senator Hugh Butler of Nebraska, Chairman of the Committee, is quoted as saying that he does not anticipate holding any Hearings on this subject during the first session of this Congress.

• EXPORT CONTROLS

As indicated in this column several weeks ago, export control has been extended on a temporary basis and the extension will expire July 15th. HOWEVER, the sentiment for extension for at least six months, and perhaps a year, can best be illustrated by quoting the following from Congressman Michener of Michigan:

"I know of no opposition to this resolution. I have cleared through the leadership on both sides and the Speaker before asking this unani-

Chamber and Ad Club to Honor New Superintendent of Schools

S. F. Apparel to be Flown to Paris for First Showing

Staging of the first all-American fashion show ever to be held on the European Continent was revealed last week with the announcement by the Manufacturers and Wholesalers Association of San Francisco of its plans to fly San Francisco-made fashions to Paris for press and public showings early in October.

● Carrying representatives of the San Francisco apparel industry, civic and state officials and models and merchandise, a 34-passenger DC-4 will take off from San Francisco to join a similar plane in New York, carrying magazine fashion editors, newsreel photographers and newspaper fashion writers. From New York the two planes will embark on a trans-Atlantic trip which will be completed in 15 days.

In his announcement, Adolph Schuman, president of the Manufacturers and Wholesalers Association, said: "Our aim is not to attempt to compete with the Paris fashion creators, but rather to familiarize them with what we are doing, and to encourage the free flow and interchange of ideas, inspiration and good will between the French and ourselves."

Reconstruction on Stockton Streetcar Tracks Progressing

Reconstruction work on the streetcar tracks at the intersection of Market, Ellis and Stockton streets is now in progress.

● When completed, the Stockton streetcar line will cross Market Street, extending to the Southern Pacific depot via Fourth Street.

Extension of the Stockton car line across Market Street was one of the projects the San Francisco Chamber of Commerce urged be undertaken at once in its "traffic action" program last fall.

consent. None of us want all controls to cease tonight. Therefore, the Senate late Friday passed this Resolution which does nothing but continue the status quo for a period of 15 days, during which time the Senate will act on its bill or the House bill and the whole matter can be disposed of within the time granted in this bill."

Dr. Herbert C. Clish, newly-appointed Superintendent of Schools of the City and County of San Francisco, will be guest speaker at a luncheon sponsored by the San Francisco Chamber of Commerce and San Francisco Advertising Club, Wednesday, July 16, in the Gold Ballroom of the Palace Hotel.

● Dr. Clish comes to San Francisco from New Rochelle, New York, where he served as superintendent of schools for seven years.

A graduate of Teacher College at Bridgewater, Massachusetts, Dr. Clish went into teaching at Plymouth, Massachusetts, Litchfield, Connecticut, and Bristol, Rhode Island. He received his B.S., M.A. and his Doctorate at Columbia.

Before taking over his position in New Rochelle, he taught in New Haven 17 years and had served as an assistant superintendent of schools for nine years.

In addition, Dr. Clish taught at Fordham, Yale and Columbia and organized the education department at Albertus Magnus College in New Haven.

Luncheon reservations may be made by calling the San Francisco Chamber of Commerce, EXbrook 4511, Extension 43.

Livingston to Head Fire Safety Group

Appointment of Carl Livingston, member of the Board of Directors of the San Francisco Chamber of Commerce, as chairman of the Chamber's Fire Safety Committee, has been announced by Chamber President Carl J. Eastman.

● Commenting on the appointment, Eastman said: "This group, originally created to do a special job in relation to fire safety, completed that assignment recently. However, the long range phases of this problem which are of importance to the community safety prompted continuance of the committee's activity on a permanent basis."

UTAH CENTENNIAL EXHIBIT



Pictured above is the San Francisco Bay Area exhibit which was recently installed at the Utah Centennial in Salt Lake City. Decision to enter an exhibit in the Centennial resulted from information received during a recent good neighbor visit to intermountain states by a domestic trade group from the San Francisco Chamber of Commerce. The Chamber coordinated work on the exhibit which was financed cooperatively by the City and County of San Francisco, San Francisco Chamber, Alameda County through the Oakland Chamber, Santa Clara County through the San Jose Chamber, the Redwood Empire Association and Bay Area Council.

Resumption of Intercoastal and Coastal Shipping Urged

Resumption of operation of intercoastal and coastwise shipping by the United States Maritime Commission was urged last week in a telegram from the San Francisco Chamber of Commerce.

● The telegram, addressed to the Commission, said in part:

"Respectfully urge that operation in intercoastal and coastwise trade be resumed forthwith... Private operators advise that limited rate relief afforded by June 26 decisions of Interstate Commerce Commission and elimination of fleet charter plan makes resumption of private operation impossible. Service is necessary and should be provided expeditiously."

The Chamber action followed the sudden announcement by the Maritime Commission that the government agency would no longer operate the 49 ships presently engaged in intercoastal and coastwise trade after expiration of their present voyages.

Commenting on the action of the Commission, Walter A. Rohde, manager of the Transportation Department of the Chamber, said: "There are at present fifteen intercoastal vessels scheduled to sail from San Francisco during the remainder of July. If the Maritime Commission refuses to change its decision, these sailings will have to be cancelled."

Suppliers' Meeting Stated on Navy Ship's Stores Purchasing

Chamber members interested in supplying the Navy with merchandise for Ship's Service Stores are invited to attend an informative meeting with officers in charge of administration and procurement of such stores for all Navy establishments and ships.

● The meeting will be held tomorrow, July 11, at 10:30 A.M. in the Comstock Room of the Palace Hotel.

Present at the meeting will be Captain T. L. Becknell, Officer in Charge, Navy Ship's Stores Office; J. J. Emma, Merchandise Group Manager; E. D. Malone, Service Group Manager; W. B. Krebs, Accounting Group Manager; and Lieutenant Commander G. C. Heffner, Ship's Service Officer for the 12th Naval District.

The meeting, arranged by the Chamber's Domestic Trade Committee, will be entirely informative for the benefit of local suppliers of Ship's Service Store merchandise. The period of the meeting will be confined to the answering of questions from the floor.

Paper and Printing Section of Manufacturers Directory Ready

Completion of the new revised edition of the Paper Products and Printing Section of the San Francisco Manufacturers Directory was announced this week by the Domestic Trade Department of the San Francisco Chamber of Commerce.

● The Section, which includes an alphabetical listing and index as well as a classified section, reveals Chamber members, in addition to firms interested in import and export.

Copies may be obtained from the Domestic Trade Department.

Freight Car Requirements Up

The much talked about recession is not likely to occur in the territory of the Pacific Coast Transportation Advisory Board during the next three months at least, according to Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce.

● Rohde, who recently returned from a meeting of the Board in Los Angeles, said that estimates of freight car requirements by industries for the third quarter of 1947 show an increase of 69,000 cars over actual loadings during the third quarter of 1946, or 12.7 per cent.

Commodities showing the greatest increase are mainly in the construction line: namely, rock, gravel, sand, lumber, iron and steel. Rohde said, while agricultural commodities will require fewer cars this year because of lighter crops.

It was also revealed at the meeting that the overall forecast for 1946 was surprisingly accurate, actual loadings being within one per cent of the number of cars estimated to be required.

Chamber Hails House Action on Hawaii Statehood Bill

Passage of the Hawaiian Statehood Bill by the House of Representatives was hailed by Carl J. Eastman, president of the San Francisco Chamber of Commerce, as "a great step forward for the nation."

● San Francisco has traditionally enjoyed a close social and business relationship with the peoples of Hawaii and it is time we of the mainland realized that the Territory of Hawaii is in effect our 49th state and should officially assume that position. The citizens of the Hawaiian Islands have served the United States faithfully and well and are certainly deserving of this recognition," Eastman said.

The San Francisco Chamber of Commerce through its Washington Office first urged passage of the Hawaiian Statehood Bill in February of last year. At that time the Chamber contacted other California chambers of commerce, strongly urging that they also support such a measure.

Continued Chamber efforts toward final passage of the bill were promised in a wire sent to John A. Hamilton, executive vice president of the Honolulu Chamber of Commerce, by Louis B. Lundborg, San Francisco Chamber general manager. Said Lundborg: "Congratulations on successful conclusion of first step in program of obtaining statehood for Hawaii. You may count on San Francisco Chamber continuing to press for final passage of the measure."

Report to the Membership . . .

The Legislative Department represents one of the important services of the San Francisco Chamber of Commerce. Success of the Chamber's State legislative program is shown in the following record of some of the projects on which it worked during the Legislature's 1947 session. As a further service to Chamber members, its Legislative Department provided information on the status of pending legislation and furnished copies of bills to Chamber members during the session.

Credit for these fine results must be shared with members of the San Francisco Delegation in the Legislature and with other individuals and organizations whose valuable assistance is deeply appreciated.

Measures Passed by Legislature

● WORLD TRADE CENTER

Establishment of World Trade Center Authority granted.

● STATE HIGHWAY PROGRAM

Increases gas tax 1½ cents per gallon, increases truck taxes, drivers' licenses and plate fees.

● ANTI-TRUST LAWS

Designed to establish legislative intent and clarification of the Cartwright Act.

● WASTE DISPOSAL

Establishment of committee to study problems of waste disposal and water pollution. Appropriation of \$100,000 matched by industry funds.

● SALES TAX

Exempts from state sales tax tangible personal property purchased for use on board vessels operating in interstate and foreign commerce.

● AUTO ACCIDENTS

Extension of Financial Responsibility Law which provides for suspension of license of an operator after property damage or personal injury accident exceeding \$100 if operator fails to give evidence of his ability to meet any resulting judgment.

● TRADE BARRIERS

Assembly Resolution asking Territorial Legislature of Hawaii to remove egg-stamping provision from the Territorial Egg Law.

● FIRE SAFETY

Provides safety laws for buildings.

● INSURANCE REQUIREMENTS

Multi Line Bill sets forth qualifications of insurance companies to write various classes of insurance.

Measures Defeated by Legislature

● FROZEN FOOD INDUSTRY

Legislation regulating frozen food locker industry.

● COMPULSORY INSURANCE

Legislation requiring all car owners to carry automobile insurance or post bonds or securities.

Chamber Action

Chamber launched project early in 1944 and spearheaded campaign for passage of legislation despite opposition from many sources.

Passage of this legislation was strongly urged. Chamber worked with automobile associations, other chambers, Assembly and Senate leaders to end stalemate on highway program.

Chamber led campaign for passage of this legislation.

Action on this problem first recommended to state government last year by Chamber. Since that time Chamber has continually urged establishment of present committee.

Passage of this legislation supported.

Bill endorsed by Chamber.

Resolution introduced by Chamber.

Bill endorsed by Chamber.

Favored by Chamber.

Chamber Action

Opposed by Chamber.

Opposed by Chamber.

Significance

Paves way for establishment of \$55,-000,000 World Trade Center.

Provides funds for development of modern state highway program with freeways for San Francisco and other metropolitan areas through highway users tax funds.

Clarifies state anti-trust laws in light of recent court decisions.

Previous laws have not entirely covered waste disposal problems. New legislation will coordinate efforts of agencies concerned.

Measure will aid businesses in state in selling merchandise and will equalize law for vessels as well as for trains.

Measure will protect the motoring public.

Measure will eliminate trade barriers between U. S. and Hawaii.

Will provide greater fire safety.

Will broaden the insurance market and eliminate restrictions in the insurer's charter.

Significance

Would impose punitive and unnecessary regulations on a new and growing state industry.

Compulsory automobile insurance would be harmful to both insurance industry and public.

Report to the Membership . . .

(Continued from page 3)

Measures Defeated by Legislature

- **LEGAL HOLIDAY**
Legislation to make Saturdays legal holidays in the state.
- **DAMAGE SUITS**
Legislation to make insurer a co-defendant with insured in any action for damages.
- **STATE ADVERTISING**
Creation of a California State Advertising and Publicity Commission.
- **STATE COMMERCE DEPARTMENT**
Creation of a State Department of Commerce.
- **RIGHTS OF WAY**
Acquisition of rights of way to provide access to public hunting or fishing grounds.
- **BUSINESS LICENSING**
Grants boards of supervisors power to license business for purposes of revenue in unincorporated areas.

Chamber Action

- Opposed by Chamber's Retail Merchants Association.
- Opposed by Chamber.
- Opposed by Chamber.
- Opposed by Chamber.
- Chamber opposed to use of condemnation proceedings to create rights of way on private property.
- Opposed by Chamber.

Significance

- Legislation would work hardship upon business and public in California and complicate labor negotiations.
- Legislation would adversely affect the insuring public since an increase in size of judgments would force insurers to increase rates to meet higher judgments.
- Would have created a state agency at expense to taxpayers when work is already being carried on by existing organizations.
- Would be further encroachment by state government in a field now well served by private enterprise.
- Legislation would be unnecessary and punitive to achieve results.
- This would be for the extension of tax power on business which is regarded as discriminatory.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in *Trade Tips*. It is suggested the usual investigation be made in each instance. For details call World Trade Department, EXbrook 4511, Ext. 70 and refer to the *Trade Tip's* number. Stars indicate that names and addresses of references are on file.

*7317 **CANADA**—W. C. McCormack, representing General Products Co., 10228 98th St., Edmonton, Alberta, wants automotive supplies, hardware, plumbing, electrical, acid car solder, etc. Seeks agency along those lines. Write to Canadian address.

*7319 **ECUADOR**—Mario De Prati, president, Casa Sulza, Calle Aguirre 224, Guayaquil, wants merchandise in general, especially wines, canned, dried fruits, vegetables, meats, fish, foodstuffs; also cosmetics, textiles, etc. Write airmail to Guayaquil, Returns to San Francisco in August at Hotel Ontario.

*7087 **GUATEMALA**—W. L. Merrill, representing Central America Export & Import Sales Co., Guatemala, wants food products, cereals, flour, etc. Also drugs, furniture, leather, hardware, textiles, cosmetics, etc. Call or write World Trade Dept., extension 70.

*7320 **INDIA**—S. M. Currim, representing Saban Currim & Co., No. 1 Nanabhai St., Fort, Bombay, wants industrial paints, small tools and machines, electric items, home appliances, hardware, textiles, garments, novelties, etc. Interested in agency or representation along the commodities mentioned. Write to Bombay address.

*7221 **NICARAGUA**—Constantino Pereira, representing Constantino Pereira y Cia., Edificio Pereira, Managua, wants material for shoe manufacturing, newsprint paper, envelope making machinery, barbed wire and nails. Phone AT 8808 or write 3925 20th St., until July 15.

Change in Marking of Packages to Philippines

Packages destined for the Philippine Islands are no longer required to be marked on the outside to show their contents, it was learned this week by the San Francisco Chamber of Commerce.

● **Under provisions of a Philippine Government regulation**, it has been necessary up to this time to mark the contents on the outside of packages being shipped to the Philippines.

Efforts to have the regulation amended were launched recently by the Chamber's Washington Office through the Philippine Embassy in Washington when it was learned that the outside marking of packages had resulted in considerable pilfering of valuable goods, causing marine insurance companies to consider increasing their rates to compensate for the heavy losses.

As amended, the regulation now requires only that the country of origin and gross and net weights be stamped, branded or labeled on the outside packaging.

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DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6719—VIDEL COMPANY, 7373 Melrose Avenue, Los Angeles 46, California, seeking a salesman in San Francisco to handle their aluminum ladder.

D-6720—REFRACTOR COATINGS CO., 129 Oliver Street, Newark 5, New Jersey, desire a representative for their protective coating for firebrick. Would call on hardware and ship chandlers.

D-6721—F. A. WEBSTER, P. O. Box 349, Bellevue, Washington, interested in representing local manufacturers. Has established clients from Canada to Mexico along the Pacific Coast. Calls on newsdealers, wholesale drug, novelties, general merchandise and tobacco dealers.

D-6722—SAM W. FOLSOM, 1502½ Vound Street, Dallas 1, Texas, would like to represent local manufacturers of electrical, housewares or hardwood and durable lines. Calls on wholesalers and chain accounts in Texas, Oklahoma, Arkansas and Louisiana.

D-6723—PAUL S. ANDERSON COMPANY, 672 West Washington Blvd., Los Angeles 15, California, interested in representing local manufacturers of hardware, electrical, gutware and automotive accessories in the eleven western states.

D-6724—THE H. O. CANFIELD COMPANY, 444 Madison Avenue, New York 22, New York, desire to hire a man on a straight commission basis or a manufacturers agent to cover the San Francisco territory for their mechanical rubber goods for industrial use and plumbing items.

C of C Representative at Supervisors' Meeting

Attending the Board of Supervisors meeting Monday, July 7, was:

Henry E. North, member, San Francisco Chamber Board.



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NOTES

from the Chamber's
WASHINGTON OFFICE

• ADMINISTRATIVE PRACTICES ACT

This bill, as presently drafted, is designed to regulate practice before Federal agencies. It would, except in certain circumstances, rigidly restrict representative appearances on behalf of corporations or other organizations in Federal proceedings, particularly in those involving hearings, unless an attorney represents the organization.

This bill is being vigorously opposed by the Chamber, as well as by Interstate Commerce Practitioners, Certified Public Accountants, and Traffic Managers. The bill is being sponsored by the American Bar Association. Hearings were commenced this week. The Bar Association has completed its testimony. No dates have been set for further hearings.

• EXPORT CONTROLS

The Senate and House Conferences reached a definite agreement on the Extension of Export Controls through February 29, 1948. Since this extension was requested by President Truman, there appears to be no reason why the bill will not be signed, particularly since it also extends a number of the powers conferred in the Second War Powers Act.

• FOREIGN TRADE ZONE

The Department of Commerce informed this office that it was in receipt of additional information from the State Harbor Board involving the establishment of a Foreign Trade Zone on the western half of Pier 45 and that this information, together with the information already on file, will be transmitted to the Foreign Trade Zones Board shortly for consideration by that Board.

The establishment of a Foreign Trade Zone in San Francisco has been advocated for many years and with all of the information available and the proposal is now recommended, it is felt that the Port of San Francisco will shortly include a regular established Foreign Trade Zone.

Ford Motor Company Announces Western Purchases

Fashion Design Students Here On Nationwide Tour

Three fashion design students arrived in San Francisco Monday during a nationwide tour of major cities on fellowships from *Charm Magazine*.

• Purpose of the tour is to acquire knowledge of the cultural and historical background and activities of various communities; to study the needs of specific fashion customers and learn through local manufacturers the typical fashion industry of each area; and, as young designers, to study specifically the business girl through actual Business Girl Forums.

Winners of this year's fellowship are: Betty Jane Crisp of Washington University, St. Louis; Rhoda Miller of Fashion Institute of Technology, New York; and Mary Beth Stine of Southern Methodist, Dallas.

The students opened their four-day stay in San Francisco with a conference with members of the staff of the San Francisco Chamber of Commerce, who outlined characteristics of San Francisco. Staff members attending the conference included G. L. Fox, manager, Industrial Department; Ralph B. Koerber, manager, Research Department; William B. Loomis, assistant manager, World Trade Department; and Carroll A. Snyder, manager, Domestic Trade Department.

S. F. Named Headquarters Western Motor Carriers Group

San Francisco has been chosen headquarters for a new regional association of the motor carrier industry, to be known as the Western Motor Carriers Association.

• In charge of the Association as executive vice president will be John L. Springer, formerly identified with highway transportation problems as western representative of the National Highway Users Conference.

Three San Francisco Bay Area firms are included in the first list of western parts and supplies contracts announced by the Ford Motor Company, according to the San Francisco Chamber's Industrial Department.

• Marking progress in its long range program to stimulate the production of automotive parts and components in California, the Ford Motor Company reports it has placed purchase orders with ten California firms, seven of which are in southern California.

Bay Area firms which have received purchase orders for the items indicated are as follows: Goodyear Rubber Company, San Francisco, pads, bushings and insulators; Oliver Tire and Rubber Company, Oakland, bumper extensions; R. N. Nason & Co., San Francisco, enamel.

Los Angeles firms will provide items as follows: Oliver Processing Company, weatherstripping; Kirkhill Rubber Company, plugs and pads; Plastic and Rubber Products Company, anti-squeak; Cash Sales Store, hose. Other orders were placed with Elmore Engineering Company, Alhambra, bracket fitting; Apco Manufacturing Company, Santa Monica, screws; Automatic Parts Company, Pico, wheel nuts.

Definite progress is being made in negotiations for other work in the Bay Area, according to G. L. Fox, Manager of the Chamber's Industrial Department.

Future Farmers Convention Sought

The Future Farmers of America have been invited by the San Francisco Chamber of Commerce to hold their 1948 convention in San Francisco.

• The Future Farmers and 4-H Club are the two largest farm youth organizations in the nation.

While the Future Farmers have always met each year in Kansas City, they are inaugurating a new policy this year to hold their convention in different cities.

Labor Department Services Curtailed on West Coast

Curtailment of services of the U. S. Department of Labor for the West Coast region was announced here this week to meet the 1947-48 department budget as finally approved by Congress.

● **The Information Division** was liquidated, while a 20 per cent curtailment of service was put into effect by the Wage & Hour and Public Contracts Divisions. Child Labor & Youth Employment Branch closed its offices last month.

U. S. Employment Service has reduced its staff to three professional personnel, while the Conciliation Service will be made an independent agency to be known as the Federal Mediation and Conciliation Service.

Bureau of Labor Statistics has been reduced in personnel.

In the agencies retained, many area offices in cities outside of San Francisco have been closed.

R. H. Macy Stock Listed on S. F. Exchange

The stock of R. H. Macy & Company was listed on the San Francisco Stock Exchange last week for the first time, with special permission of the Securities and Exchange Commission.

● **Explaining** that Macy decided to list its stock here because it is now a citizen of San Francisco, Wheelock H. Bingham, president of O'Connor Moffatt & Company, a wholly owned Macy subsidiary since early in 1946, said, "We plan to remain a part of the community, participating in community affairs. We have great hopes for San Francisco."

Erection of Pittsburg Steel Mill Progresses

More than 4,000 tons of structural steel have been erected so far for the buildings which will house part of Columbia Steel Company's new \$25,000,000 cold reduction sheet and tinplate mill at Pittsburg, California, according to an announcement by J. Lester Perry, president of the West Coast Airco subsidiary of U. S. Steel Corporation.

● **Describing the progress** of Columbia's construction program, Perry said that a new fireproof wharf has been completed in the deep water channel adjacent to the plant to berth ocean-going vessels. A large barge pier has been built nearby.

Some 600 carloads of machinery and equipment have already been delivered to the site, including several new Diesel locomotives. Five miles of new railroad trackage have also been laid.

Other work is proceeding rapidly on the plant, Perry said.

International Labor Office to Hold 1948 Conference Here

Bay Area Aviation Group to Honor Western Air's Head

Terrell C. Drinkwater, newly-elected president of Western Air Lines, will make his first public appearance on the West Coast at a luncheon to be given in his honor by the Bay Area Aviation Committee, Thursday, July 31, at the St. Francis Hotel.

● **Drinkwater** will discuss "An Air Transport Plan for the West."

Prior to his appointment this year as president of Western, Drinkwater went from the position of executive vice president of Continental Air Lines to Washington, D. C., as vice president of American Air Lines and a director of American Overseas Air Lines.

Reservations for the luncheon may be made through Kenneth R. MacDonald, manager, Aviation Department, San Francisco Chamber of Commerce.

Australian Airways Increases West Coast-Australia Service

Air service between the San Francisco Bay Area and Australia and New Zealand will be increased from two to three flights every two weeks as the result of a new schedule being inaugurated by Australian National Airways Pty. Ltd., on July 20.

● **Existing service** from Australia to San Francisco every Sunday will be maintained, with an additional flight scheduled every alternate Wednesday.

Flights will leave Oakland Airport for Australia every alternate Thursday and every Sunday.

The present bi-monthly air service between New Zealand and San Francisco will be maintained, with an additional flight leaving Auckland every alternate Wednesday. Southbound service for New Zealand will leave Oakland Airport every alternate Friday.

Douglas DC-4 Skymasters carrying 36 passengers are used for this service.

"Selection of San Francisco as site of the 31st conference of the International Labor Office is a great tribute to San Francisco's position as a world city," Carl J. Eastman, president of the San Francisco Chamber of Commerce, declared today.

● **The ILO Conference**, now meeting in Geneva, will open in San Francisco June 17, 1948.

"San Francisco, as the birthplace of the United Nations, is a fitting locale for such a significant world meeting," Eastman declared.

Eastman pointed out that San Francisco has always had a keen interest in sound labor-management relations.

"We welcome the International Labor Office conference and join our hopes with the rest of the world that the meeting here will be a successful one."

Aviation Directory Sections Ready

Three sections of the Aviation Directory being prepared by the Aviation Department of the San Francisco Chamber of Commerce have been completed and are ready for distribution.

● **They include listings** of air carriers, C.A.A.-approved flying schools, and government officials connected with aviation.

Copies of the directory, which covers aviation and related activities in San Francisco Bay Area and California, can be obtained from the Chamber's Aviation Department.

Stamps Needed for Wounded Vets

The American Red Cross is making an appeal for foreign or unusual domestic stamps for bedridden veterans at Letterman Hospital.

● **Mrs. Ralph A. Reynolds**, chairman, Community Service to Camps and Hospitals, states, "Stamp collecting has proved to be one of the most beneficial activities of bedridden patients at Letterman Hospital. However, as the number of patients interested in this hobby has increased, we have had increasing difficulty in keeping them adequately supplied."

Stamps should be sent to Mr. Nat Levy, Director, Stamps for the Wounded, California Collectors Club, 354 Pine Street.

Plans for Harbor Day Observance Underway Here

Plans are underway for observance of Harbor Day on August 2-3, according to Harold S. Dobbs, Harbor Day chairman of the San Francisco Junior Chamber of Commerce, which is sponsoring the celebration.

● **Mayors**, chamber of commerce officials and legislators representing California cities and counties from Fresno to the Oregon State Line, are being invited to San Francisco for the program of activities connected with the two-day observance.

Included in the program are a trip aboard the MARS; a tour of installations at the Presidio, Fort Scott and Fort Baker; and inspection of transport vessels. A reception will be held in honor of the guests the evening of August 2.

One of the high points of the observance will be the Harbor Industry Exhibit to be held at the Ferry Building from July 28 to August 3 inclusive. This will feature a series of displays representing a cross section of harbor-related industries, services and other activities.

Yacht races and other aquatic events are also scheduled during the celebration.

Professional, Resident Theatre Group Formed Here

Acquisition of the Tivoli Theatre on a ten-year lease was announced last week by John Jennings, director, San Francisco Theatre Association, as the first step toward providing San Francisco with a year-round resident, professional theatre.

● **The San Francisco Theatre Association** will be a non-profit civic organization, according to Jennings, with its main sources of income derived from subscriptions, memberships and sponsorships.

"The Association will present a series of twelve productions a year, with the inaugural production taking place next fall," Jennings stated.

While New York and Hollywood actors will be used principally, local talent will be encouraged, according to Jennings.

President of the Association is Frank P. Adams. Members of the Board include: John J. Wiley, Secretary; Richard O. Herman, Treasurer; Mrs. Simon Bolivar Buckner, Dr. Douglas Campbell, Fred Levy, Mrs. Juillard McDonald, Mrs. George A. Pope, Jr., Mrs. M. C. Sloss, K. Hart Smith, and Mrs. Elwyn W. Stebbins.

Among the members of the Board of Advisors are Daniel E. Koshland and Lewis A. Lapham, who are members of the Board of Directors of the San Francisco Chamber of Commerce.

NEW S. F.-WASHINGTON SERVICE



While Captain James Keeton looks on, Grayce Fowler of the Washington Office of the San Francisco Chamber of Commerce paints the plane's name on its nose to inaugurate United Airlines' new DC-6 service from Washington to San Francisco. The flight will be known as "The San Francisco and The Washington."

Plastics Directory Prepared by Chamber

A Plastics Directory covering Northern California has just been completed by the Domestic Trade Department of the San Francisco Chamber of Commerce.

● **The Directory** lists producers of plastics by molding, fabrication and lamination and producers of plastic compounds, as well as designers and research consultants.

Winterbotham Appointed Palo Alto Chamber Manager

Appointment of Linn Winterbotham as the first full-time manager of the Palo Alto Chamber of Commerce was announced recently by the Chamber's Board of Directors.

● **Winterbotham** is a graduate of Stanford, a former lawyer and served as a Navy officer during the war.

Lundborg to Speak at Antioch Dinner

Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, will be speaker at a dinner to be given by the Antioch Chamber of Commerce, Wednesday, July 23.

● **Purpose of the dinner** is to welcome Glass Containers, Inc., wholly-owned subsidiary of Fibreboard Products, Inc., whose new plant at Antioch has recently been completed.

Lundborg will discuss the community of interest between San Francisco and the rest of the Bay Area, giving special emphasis to San Francisco's stake in the industrial development of the region.

C of C Representative at Supervisors' Meeting

Attending the Board of Supervisors meeting Monday, July 14, was:

John T. Pigott, member, San Francisco Chamber Board.

FOREIGN TRADE TIPS

DOMESTIC TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance before action is taken. For details call EXbook 4511, Ext. 70 and refer to the Trade Tips number. Start initials that names and addresses of references are on file.

EXPORT

7332 AFRICA—Higson & Turnbull, P.O. Box 1269, Yorkshire House, 108 Marshall St., Johannesburg, South, seeks representation for the following: bicycles, automobiles, radios and parts, hardware, domestic appliances, agricultural equipment, clothing and leather manufactures, furniture, paints, electrical machinery and equipment and equipment, mining, etc. Mr. Thomas Turnbull will be in New York City from September 26 to October 15, then to Chicago and San Francisco.

7323 AFRICA—Ağbunçlari Trading Co., P.O. Box 118, Ibadan, Nigeria, West, wants textiles, electrical items, haberdashery, crockery, bicycles, tires, cement, iron sheeting, nails, chemicals, Dietz hurricane lanterns, enamel ware, bathroom fixtures, clocks, stock shoes, gray hats, anything suitable for Africa.

7324 AFRICA—Y. O. T. Onateko & Co., P.O. Box 773, No. 16 Ojo Gwa St., Lagos, Nigeria, West, wants textiles, cotton fishing nets, cotton pearl cord, yarns, cotton embroidery canvas, handkerchiefs, towels, sewing machine needles and parts, cycle tires, bicycle tires, cycle tires and tubes, cycle lamps, window glass sheet, zinc sheet, chemicals, drugs, medicines, nails, stationery, novelties, etc.

7325 BELGIUM—Obomex, No. 3 rue Leopold, Brussels, want canned, dried fish, shrimp, lobster, crab, truits, vegetables, meats, foodstuff, Request samples.

7326 BRAZIL—I. Salmeron, Caixa Postal 748, Praca Da Se, 62, 2o andar, Sao Paulo, seeks exclusive representation for the following: canned, dried or dehydrated fruits, vegetables, asparagus, peas, string beans, poultry in jars, jellies, jams, all kinds of foodstuff.

7327 BULGARIA—Christo IV. Halatcheff, Boite Postale 36, Calovovo, wants dentists, bicycles, motorcycles with corresponding tools and parts, textiles, skins, hides, machines, electric items, cosmetics, fountain pens, etc. Interested in agency or representation of American firms.

7328 CHINA—Kalgan Shih, representing the Cheng Industrial Corp., 171 King Pi Rd., Kunning, wants electrical and chemical machinery, industrial materials, technical information (books, drawings, etc.) on electrical and chemical industries. Interested in agency or representation.

7329 COLOMBIA—Villa y Cia Ltda., Edificio Robledo, Carrera 9A No. 13-12, Bogota, want construction and raw materials. Branches throughout Colombia. Interested in representing American firms.

7330 CUBA—Francisco Repilado, Apartado 460, Jose A. Saco No. 10, Santiago, de Cuba, wants onions and canned sardines and mackerel. Interested in securing agency.

7331 ECUADOR—Guillermo B. Cuesta O., Aptdo. 4010, Guayaquil, wants textiles in general, especially cotton and woolen goods; also enamel ware, glassware, hardware, electric items, underwear, garments and a complete variety of foodstuffs. Interested in obtaining sole agency for export and import.

7332 ECUADOR—Julio B. Caceres V., Aptdo. 187, Guayaquil, wants machinery, bottles, accessories for the soft drink industry. Wants descriptive literature, catalogs, and samples of essences, citric acid, colors in powder for soft drink industry.

7333 EGYPT—Office Egyptian d'Importation, Boite Postale 407, No. 23 Avenue Rene. Farida, Cairo, wants chemists' sundries, oils, tablets, capsules, ampules, drugs, chemicals, pharmaceuticals, remedies, vitamins. (Detailed list on file.)

7334 FRANCE—Etablissements L. Darras, 39 rue des Batignolles, Paris, want large quantities of canned or preserved pineapple and asparagus.

7335 GERMANY—Ph. Gustav Storch, Urdingerstrasse 87, Am Rhine Province, Düsseldorf, want canned food, such as fish, milk, jams, marinated vegetables (beans, peas, etc.), fruits, dried eggs, fruit pulp, dried apple peels, etc. Interested in representation or agency for both British and American zones.

7336 GREECE—Photis C. Kollas, No. 9 Iakofidon St., Athens, wants canned fruits, vegetables, fish, meats, foodstuffs. Prefer to hear directly from manufacturers or packers.

7337 HONDURAS—Alejandro Banegas Cruz, Aptdo. 71, San Pedro Sula, wants contact with manufacturers or wholesalers of ladies' dresses. Wants latest styles and lower-priced and high-priced dresses.

7338 HONGKONG—Great China Finance & Development Corp., Ltd., P.O. Box 1339, National Bank Bldg., 1st floor, Des Broux Rd. C., are interested in costume jewelry such as earrings, brooches, etc. Prefer to hear from manufacturers or wholesalers.

7339 ITALY—Armando Carosini & Figli, P.O. Box 401, Via Balbi 4, Genoa, want large quantities of canned salmon, dried fruits, vegetables, and all kinds of foodstuffs. Request air mail reply.

7340 JAMAICA—Jamaica Tobacco Co., Ltd., Jas. F. Gore, Waterloo Road, Half-Way Tree Post Office, Jamaica, want port wine in casks or large barrels, in lots of 2,000 to 5,000 gallons per shipment. Request sample and airmail reply.

7341 MALTA—S. Galea & Son, 40 Strait St., Valletta, Malta, want foodstuffs, textiles, electrical items, etc.

7342 MEXICO—Mariano Villegas, 2da. Constitucion 20, Ciudad Juarez, Chih., wants galvanized barbed wire for fencing. Prefers 100-lb. spools, four bars, newly galvanized, price quoted to be based on quantities larger than 1,000 rolls (40,000 lbs. car lot). (More details on file.)

7343 MEXICO—Muebleria Cutino, S.A., Mazatlan, Sin., want complete line of hardware and notion items, also shoes and all types of garments. Wants representation.

7345 MEXICO—Comercial de Sonora, S. A., Av. Hidalgo y calle Pesquera, Apartado 3, Navolato, Son., want General Electric Westinghouse, Emerson and Hunter Electric fans (more details on file as to sizes, speed, etc.) Want also "Fresh Air" Circulators with or without pedestals.

7346 MEXICO—Karl Jonsson, Gen. Mgr., Hotel Central, Mazatlan, Sin., wants all types of imported wines and liquors, pastries, biscuits, fish and sweetmeats, especially from Scandinavian countries.

7347 NETHERLANDS EAST INDIES—Javase Handel Maatschappij, Simpangpark 6, Soerabaja, wants machinery for garment making, e.g., cutting machines, buttonhole machines, etc.

7348 SINGAPORE—Guan Seng Kee, 56 Teluk Ayer St., Singapore, want fresh fruits, especially oranges, apples, grapes.

7349 SINGAPORE—Teo Tiang Seng, No. 18-M Battery Road, P.O. Box 654, Singapore, want large quantities of fresh fruits from packers or wholesalers.

7350 ZANZIBAR—Overseas Mercantile Agencies, P.O. Box 13, Zanzibar, want textiles, radios, phonographs, musical and electrical items, flashlights, lamps, glass, toys, haberdashery, wines, cosmetics, etc. (Detailed list of requirements on file.) Interested in agency or representation.

Mr. George K. Jue of Dolco Company, Inc., San Francisco, is leaving in mid-July on a business development trip to Manila, Hongkong, Canton and Shanghai. Firms wishing to contact buyers and sellers in those areas through Mr. Jue should reach him at Dolco Company, Inc., Suite 2040, 111 Sutter Street, Douglas 0330.

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. Tips are listed here as a service without necessarily bearing endorsement by the Chamber. For further details check the Domestic Trade Department, EXbook 4511, Ext. 56.

D-6725—DISTRIBUTOR SALES COMPANY, 25240 Chastrow Drive, Euclid 17, Ohio, seeks a representative for their handy holder to be sold to department, hardware and gift stores. Also for their rotating advertiser on a lease basis only. Would contact department stores, jewelers, shoe dealers, furriers, gas stations, accessory stores and factory display companies.

D-6726—ARROW MANUFACTURING COMPANY, 7660 Thompson Street, New Orleans 13, Louisiana, looking for a representative to handle their electrical products. Would call on wholesalers and electrical jobbers.

D-6727—CONSUMERS SALES, 606 University Building, Seattle 1, Washington, would like to represent local manufacturers on the West Coast. Has established office.

D-6728—THE COUNTRY STORE OF BEVERLY HILLS, P.O. Box 551, Beverly Hills, California, desire a broker to handle their old fashioned candies. 10% Commission brokerage offered.

D-6729—PLIABLE METALS CORPORATION, Engineers Building, Cleveland 14, Ohio, seeking a manufacturer's agent to handle their aluminum foil to manufacturers of liquid roof coating.

D-6730—SUPERELECTRIC PRODUCTS CORP., 1057 Summit Avenue, Jersey City 7, New Jersey, looking for a manufacturer's agent in this area for their fluorescent lamp ballasts.

D-6731—MR. CHARLES KANE, 4104 Sola Street, Santa Barbara, California, interested in representing local manufacturers. Would cover either the entire state or Southern California.

D-6732—J. H. KARCHMER ASSOCIATES, 315 St. Charles Street, New Orleans 12, Louisiana, would like to act as manufacturer's agent or jobber for local manufacturers of refrigerators, air conditioning units, domestic appliances, photographic equipment, electric motors, fans and blowers, radios, electronics, heating equipment and steel products.

D-6733—INDUSTRIAL PARTS COMPANY, 704 W. National Avenue, Milwaukee 4, Wisconsin, desire an agent to handle their special washers—turned, bored, drilled, milled, semi-finished, etc.

D-6734—V. A. WHITALL ASSOCIATES, P.O., Box Rudgewood, New Jersey, interested in representing local manufacturers in Maine, New Hampshire, Massachusetts, Vermont, Connecticut, Rhode Island, New York, New Jersey, Pennsylvania, Maryland and Washington, D. C. Have established contacts with hardware and department stores, selling direct for the factory.

D-6735—JAMES RAWLINGS, 125 Missouri Avenue, Dayton, Ohio, will act as branch manager or manufacturer's agent in any territory in the United States. Has had previous experience.

D-6736—PLA-MORE NOVELTIES, 310 Pine Street, Green Bay, Wisconsin, looking for a distributor or jobber in the sporting goods field to handle their golfing product.

D-6737—ATLAS LUBRICANT CORPORATION, 207 Broadway, New York 7, New York, Louisiana, seeking a distributor for their lubricating oils and greases. Used in automobiles, diesels, trucks and tractors.

D-6738—INDUSTRIAL SPECIALTIES, INC., 441 C Street, San Diego 1, California, looking for a distributor to handle their hydraulic steering mechanism for use on boats and ships.



Bay Region Business

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Volume 4

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Number 30

Governor Okays World Trade Center

HAWAII VISITS SAN FRANCISCO



Left to right: George G. Montgomery, second vice president, San Francisco Chamber of Commerce; and Governor Ingram M. Starnback of Hawaii. Occasion was a Chamber press conference for the Governor before his return to the Islands following the National Governors' Conference in Salt Lake City.

Signing of the World Trade Center bill by Governor Warren was praised today by Carl J. Eastman, president, San Francisco Chamber of Commerce which, together with its Foreign Trade Association, originally sponsored the Center.

• "We are tremendously pleased that Governor Warren has signed the World Trade Center Bill," Eastman said. "Foreseeing the great importance of this measure to the economic life of California and the entire West, the San Francisco Chamber led the fight for its passage through the legislature."

The bill was introduced by Assemblyman Thomas A. Maloney and other members of the San Francisco delegation.

As original sponsors of the Center, the Chamber and its Foreign Trade Association set up the present non-profit corporation, headed by Leland W. Cutler, early in 1944.

Eastman pointed out that while the machinery has been set in motion for construction of the Center, a great job remains to be done before the Center is in actual operation.

"The Chamber will stay on the job until the project is completed and the Center is a reality," he said.

Mid-Season Fashion Market Will Open Here August 10

San Francisco manufacturers and wholesalers will hold their mid-season market August 10-16, according to Adolph Schuman, president, Manufacturers & Wholesalers Association of San Francisco.

• "The market will open on Sunday as a special convenience to out-of-town buyers," said Schuman.

"Hotel and travel reservations can be arranged through our Resources Council. By registering at the Association office immediately upon arrival buyers will be assured of receiving the latest market directories and merchandise information."

Special Group to Study 160-Acre Limit on Central Valley Project

Appointment of a sub-committee to study the question of the 160-acre limitation on the Central Valley Project has been announced by Robert Di Giorgio, chairman, Agricultural Committee, San Francisco Chamber of Commerce.

• Decision to appoint a special group to study this issue followed recent hearings conducted by the Committee.

Testimony was presented by George Sehlmeier, master of the California Grange, who spoke in favor of retaining the 160-acre limitation, and Joe Duehl, manager of the Public Utilities Division of California Farm Bureau Federation, who discussed the reasons why his organization favors elimination of the present limitation.

As soon as the sub-committee has completed its investigation, its recommendations will be placed before the Chamber's Agricultural Committee for action. Subsequently the Board of Directors will act on the recommendation of the Committee.

Aviation Folder Issued By Redwood Empire

Publication of a two-color aviation folder for free national and international distribution to licensed pilots and private plane owners has just been announced by the Redwood Empire Association.

• Entitled "Fly to Redwood Empire Sports and Scenic Areas," the folder contains a detailed map of the Redwood Empire—from San Francisco and the North Bay Area of California to Grants Pass, Oregon—and shows the location of thirty-seven airports. Included in the information are brief summaries of facilities, rules at each airport, with mileages to nearest towns.

A photographic layout portraying some of the major scenic and recreational attractions in the nine Redwood Empire Counties is a feature of the folder. Included also is a coupon on which licensed pilots can request flight charts and other detailed folders issued by the Association.

CHARM MAGAZINE CONFERENCE



Left to right: Rhoda Miller of Fashion Institute of Technology, New York; G. L. Fox, manager, Industrial Department, San Francisco Chamber of Commerce; Marjorie Lent, West Coast editor, Charm Magazine; Will Williams, Jr., publicity manager, San Francisco Chamber; Carroll Snyder, Chamber Domestic Trade Manager; R. B. Kriber, Chamber Research manager; William Loomis, World Trade assistant manager; Mary Beth Shire of Southern Methodist College, Dallas; and Betty Jane Crisp of Washington University, St. Louis. Occasion was the nationwide tour made by the three fashion design students on Charm Magazine fellowships, during which they visited San Francisco, conferring with Chamber executives and clothing manufacturers.

Porter Heads Junior World Trade Group

Herbert G. Porter, Otis, McAllister & Company, was elected president of the Junior World Trade Association of the San Francisco Chamber of Commerce at a recent meeting.

● **Newly-elected vice-president** is George Schmitz, Wells Fargo Bank & Union Trust Company. John J. Mulvehill, Jr., American President Lines, will serve as secretary, and Thomas B. Shaw, Bank of California, treasurer of the organization.

Elected to the Board of Directors, in addition to the officers, were: Allan H. Eber, Reno J. Franceschi, Harold W. Nordberg, Charles M. Freeman and John L. Stewart.

United Air Lines' Maintenance Move Completed

The entire maintenance division of United Air Lines engineering department has been moved from Chicago to San Francisco, according to an announcement made last week.

● **The division** is headed by D. M. Kelley, who has set up offices at United's maintenance base here. The staff includes seven assistants who will direct the maintenance operations of United's entire fleet of 110 Mainliners and Cargoliners.

Pacific Coast Wholesale Sales Up 21 Per Cent

Wholesale dollar sales of Pacific Coast merchants for the first five months of 1947 were up 21 per cent over last year, according to a study made by the Research Department of the San Francisco Chamber of Commerce.

● **The study**, which was based on reports of the U. S. Bureau of the Census, reveals that May sales were up 19 per cent, compared to national increases of 25 per cent for the first five months of 1947 and 19 per cent for May.

Sales by regional areas show that the Mountain Region continued to make the best gains compared to last year, with 33 per cent for the five months and 30 per cent for May; South Atlantic group was a close second with 29 per cent and 21 per cent respectively; East South Central followed with 28 per cent for both periods; East North Central, 27 per cent and 24 per cent; West South Central, 24 per cent and 19 per cent; Pacific, 21 per cent and 19 per cent; West North Central, 25 per cent and 13 per cent; New England, 22 and 14 per cent; and Middle Atlantic, 15 per cent and 12 per cent respectively.

PACIFIC COAST WHOLESALE SALES BY KINDS OF BUSINESS

KIND OF BUSINESS	PER CENT CHANGE	
	May 1947 from May 1946	5 Mos. 1947 from 5 Mos. 1946
Total.....	19	21
Automotive Supplies	9	18
Clothing and Furnishings, except Shoes	-42	-6
Shoes and Other Footwear	0	29
Drugs and Sundries (liquor excluded) ..	-9	-1
Dry Goods	3	23
Full-line Electrical	109	111
Elec. Wiring Supplies, Constr. Materials Distrib.	3	29
Electrical Appliances and Specialties ..	20	93
Fresh Fruits and Vegetables	2	18
Furniture and House Furnishings	53	49
Groceries	-3	1
Confectionery	-16	-11
Meats and Meat Products	113	61
General Hardware	22	33
Industrial Supplies	-2	20
Plumbing and Heating Supplies	24	53
Jewelry	-26	-15
Lumber and Building Materials	6	51
Machinery, Equipment and Supplies, except Electrical	27	35
Tobacco Products	7	-8
Leather and Shoe Findings	-9	5

Import-Export Control Bill Signed By President Truman

The bill extending for eight months export-import controls on petroleum, tin, fats and oils and other scarce commodities was signed last week by President Truman.

● **While controls will not expire** until next February 28, the bill provides for an earlier termination through concurrent resolution by Congress. The President was also empowered to end controls earlier if he thinks it necessary.

Export priorities are placed on commodities which the Secretary of State certifies must be shipped abroad to implement American foreign policy.

Under export controls are 379 commodities, including petroleum and its products, industrial chemicals, fertilizers, grains, fats and oils, meats, coal and steel mill products. Fats and oils, nitrogenous fertilizer materials, rice and rice products are under import controls. Allocation controls are extended on tin and antimony and quinine products stockpiled by the Government. Office of defense transportation controls were extended on freight cars and rail facilities.

S. F. Urged as Site of Japanese Peace Conference

A request that the Japanese Peace Conference be held in San Francisco was sent last week to Secretary of State George C. Marshall by the San Francisco Chamber of Commerce.

• Following is the text of the letter signed by Chamber President Carl J. Eastman:

"It is our understanding that late next month a meeting is to be held in Washington for the purpose of setting the date and choosing the location of the Japanese Peace Conference.

"I need not tell you how interested we are in this meeting and its complete and final success.

"On behalf of the Board of Directors of the San Francisco Chamber of Commerce we invite you to hold this important gathering in San Francisco. We shall give you the fullest cooperation, devoting all of our facilities to the needs of the meeting.

"As this phase of the war was fought and won in and about the Pacific area, it seems entirely fitting that the treaty be signed on these shores in the city that provided the great gateway for the men and material sent to win the conflict.

"May we respectfully urge your fullest consideration in naming San Francisco as the location of the Conference."

Patents Available For Licensing Here

More than 45,000 patents, seized from enemy nationals after Pearl Harbor, are now available for prospective licenses to American citizens, it has been announced by David L. Bazelon, Assistant Attorney General, Director, Office of Alien Property, Department of Justice.

• For an administrative fee of \$15.00 each, citizens may have these patents on a royalty-free, non-exclusive basis, Bazelon said.

More than 37,000 of the patents are mechanical or electrical, and the remainder are chemical.

A reference library containing abstracts and actual copies of each of these patents is open to the public Monday through Friday, between the hours of 8:30 A.M. and 12:00 noon and 1:00 P.M. to 5:00 P.M.

Additional details can be obtained from the San Francisco Office of Alien Property, 833 Market Street.

Special Luncheon:

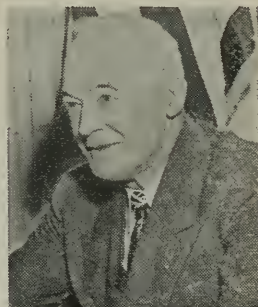
AIR FORCE DAY

Celebrating 40th Anniversary of A. A. F.

Featuring

H. H. "Hap" Arnold

Former Commanding General
U. S. Army Air Forces



Speaking on the subject

"Air Power is America's Future"

At Luncheon

in the University Club

Friday, August 1, 1947

Sponsors:

San Francisco Chamber of Commerce

Air Force Association

Civil Air Patrol

CIVIL AIR PATROL,
291 Geary Street, Suite 200
San Francisco 2, California.

Please reserve _____ place(s) for me at \$2.25 each at Luncheon featuring
H. H. "Hap" Arnold on Friday, August 1, 1947, in the University Club, at 12 Noon.

Name _____

Firm _____

Check _____
Enclosed _____

\$ _____

NOTES

from the Chamber's

WASHINGTON OFFICE

Community Property Laws

One of the problems of major importance to all taxpayers in community property states, of which California is one, which this office has worked on, deals with the right of taxpayers in community property states to file separate income tax returns.

At practically every session of Congress in recent years, efforts have been directed toward requiring the filing of joint returns in all states, including the community property states. This movement has consistently had the support of the Treasury Department as it is their claim that the so-called "advantages" which accrue to the taxpayers in the community property states, is unfair to the taxpayers in the common law states. These efforts have been resisted successfully.

This year the campaign took a different course entirely and efforts were made to permit the taxpayers in the common law states to split their incomes and file separate returns irrespective of the ownership of the property and the other responsibilities borne by taxpayers in community property states.

Not only were numerous bills introduced covering this, but efforts were also made to have such an amendment contained in the tax-reduction bills, H. R. 1 and H. R. 3950. These efforts were defeated decisively, principally through the excellent work done by Senator Wm. F. Knowland and Congressman Bertrand W. Gearhart.

That we will have a fight to the finish next year is certain since much testimony bearing on this question has been presented at the hearings dealing with the over-all tax structure and by the desire of the representatives of the community property states to endeavor to work out a plan which will be fair and equitable to taxpayers in the common law states.

FOREIGN TRADE TIPS

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VISITORS

7414 ARGENTINA—Charles K. Turnbull, Bartolome Mitre 441, Buenos Aires, wants tools, hardware, machinery, piping, galvanized and black, sheeting, hot/cold rolled strips, steel, tinplate, pig iron, construction material, industrial equipment, agricultural equipment, airplanes, equipment and accessories. Interested in representation for Argentina. C. Luquay and Paraguay, call EX-4511, ext. 70, or write care World Trade Dept.

7319 ECUADOR—Mario de Prati, president, Casa Suiza, Calle Aguirre 224, Guayaquil, wants merchandise in general, especially wines, canned, dried fruits, vegetables, meats, fish, foodstuffs; also cosmetics, textiles, etc. Write airmail to Guayaquil. Returns to S. F. in August. Hotel Oxford.

7087 GUATEMALA—W. L. Merrill, representing Central America Export & Import Sales Co., Guatemala, wants food products, cereals, flour, etc. Also drugs, furniture, leather, hardware, textiles, cosmetics, etc. Call ext. 70 or write World Trade Dept.

7417 PHILIPPINE ISLANDS—F. Ajero, representing Philamerco Industries, Inc., 303 Calvo Bldg., Escala Street, Manila, offers copra, coconut oil, native mahogany, lumber, logs, ramin, chinchona bark, quinine, Japanese manufactured goods or products. Wants merchandise in general, especially cotton for Japan. Interested in representation or agency. Returns to S. F. late August. In the meantime write care J. C. Wood & Co., Board of Trade Bldg., Chicago, Ill.

7505 NICARAGUA—Jose V. Alvarez, c/o Compañia Cervecería, Managua, wants barbed wire, agricultural machinery and implements. Offers: rice, Mexican red beans, sesame seeds, mahogany, cedar, pineapples. Write 137 Coleridge Street, or phone M1-3498.

EXPORT

7322 AFRICA—Higginson & Turnbull, P.O. Box 1260, Yorkshire House, 108 Marshall St., Johannesburg, South, seek representation for the following items: bicycles, automobiles, parts, hardware, tools, domestic appliances, agricultural equipment, clothing and leather manufactures, furniture, paints, electrical items, construction machinery and equipment, mining, etc. Mr. Thomas S. B. Turnbull will be in New York from September 26 to October 15, then on to Chicago and San Francisco. Write airmail to Johannesburg.

7418 ARGENTINA—Ech y Cia, Comercial e Industrial, S.C., calle Chacabuco No. 359, Buenos Aires, wants all kinds of chemicals, especially those for industrial purposes.

7419 ARGENTINA—Interambio Comercial Americano, calle Ave. de Mayo No. 1411, Buenos Aires, wants a complete line of hardware items, also plumbing and sanitary items and equipment.

7420 ARGENTINA—Jose Celestino Goudry, calle Carlos Ortiz 855, Buenos Aires, wants automobiles, trucks, including spare or repair parts; genuine shoe rubber (soles and heels), in Spanish: "goma crep"; also "cubiertas" (automobile tops, covers and blankets).

7421 BELGIUM—Inuxa Belgium, 3 Ave. Louise, Brussels, are importers of textile goods, especially woolen pc. goods and ladies' garments or fabrics. Request air mail samples.

7422 BELGIUM—Etablissements Denolin, 40 Chaussée de Nesterla, Brussels, import medicinal and industrial herbs, roots, plants and drugs. Want immediately "Grindelia Robusta Herbs". Send duplicate replies to their branch: No. 46 rue Stanslas, Nancy, France.

7423 CEYLON—Ratsons Trading Co., P.O. Box 819, Colombo, want textiles in general, preferably direct from manufacturers or wholesale exporters, especially white shirting.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring to offer lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 4511, Ext. 56.

D-6739—COSTUME ACCESSORIES OF CALIFORNIA, 728 South Hill Street, Los Angeles, 14, California, looking for a salesman to handle their costume jewelry, cigarette cases, hair ornaments and silver hairpins and wristling silver hairpins.

D-6740—MM EXPORT COMPANY, 50 Church Street, New York 7, New York, seeking a representative to handle their imported Swedish wallpaper.

D-6741—THE ROBERT BISHOP MANUFACTURING COMPANY, 157 West Sixth Street, South Boston, Massachusetts, looking for a manufacturer agent to handle their cotton wiping waste, wool waste, wipers, caulking cotton and ball wicking.

D-6742—INDUSTRIAL TOOL AND ENGINEERING COMPANY, 1107 Third Avenue, North, Birmingham 4, Alabama, a manufacturing source for companies in San Francisco and surrounding territory, who may be interested in having their products manufactured near this distribution point due to the lower freight cost and availability of materials. Low production costs also make this section particularly desirable as a source for manufacturing center. Have arrangements at the present time to manufacture for a west coast concern for delivery east of the Rocky Mountains.

D-6743—MR. V. J. AREAN, 1 St. Claude Court, New Orleans, Louisiana, would like to represent local manufacturers in the South Louisiana and Mississippi Gulf Coast Area.

D-6744—BINGHAMTON CHAMBER OF COMMERCE, 60 Chenango Street, Binghamton, New York, have manufacturers of tools, dies and fixtures, canvas goods, fishing tackle and automobile accessories that are looking for representation in California.

D-6745—C. E. PENN COMPANY, Box 1708, Tucson, Arizona, would like to represent local manufacturers in New Mexico and Arizona.

D-6746—BADGLEY MANUFACTURING COMPANY, 1727 N. Benton Avenue, Portland 12, Oregon, seeking a salesman to handle their turkey saddles. Would call on turkey growers and feed stores.

7424 CEYLON—David Pathi & Co., 80 5 Prince St., Colombo, want in a large scale apples, oranges, grapes, potatoes, and other fresh fruits and produce lines. Prefer direct contact with growers.

7425 CHINA—C. T. Hall & Co., 133 Taku Rd., Tientsin, want old newspapers and tires.

7426 CUBA—M. D. Kenton Co., S.A., Lonja del Comercio Bldg., No. 532, Apartado 1627, Havana, want contact with manufacturers of plumbing supplies in general. Interested in representation also.

7427 CUBA—Alejandro Pascual, representing Casa Pascual, Cuarta Avenida No. 343, Cardenas, is interested in plastic objects or items: nylon houseware, bedspreads, towels, cotton fabrics, rayon, woolsens, latex girdles, pocketbooks, bill folders, belts and girdles for ladies. Will be in S. F. end of July to attend Lions' Club International Convention.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Will Williams, Editor, Telephone EXbrook 4511. (Subscription: One Dollar a year.) Entered as Second-Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

C of C Representative at Supervisors' Meeting

Attending the Board of Supervisors meeting Monday, July 21, was:

Thomas J. Lencham, president of the Chamber's Retail Merchants Association.



Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, July 31, 1947

Number 31

Oakland Air Show Slated for August 16-17

An air show commemorating the 20th anniversary of the pioneering Pacific flights which started from Oakland Airport will be held at the airport August 16-17, according to an announcement by Chairman John L. Farley, Jr.

● Sponsored by the Oakland Junior Chamber of Commerce, the event is the second and greatly expanded edition of a show which last year drew a one-day attendance of 110,000.

Features at the show will include demonstrations of military and civilian flying, supplemented by static displays depicting the aviation progress attained in the two-decade history of Oakland Airport.

Announcement of a Bay Area Aviation Committee exhibit at the show, designed to show the scope of aviation activity throughout the Bay Area, was made this week by Chester Bekins, committee chairman.

Declaring that the air show was an excellent means of stimulating interest in aviation and aviation development, Bekins urged public attendance throughout the Bay Area at the show.

Military Reserve Training Program Being Promoted Here

A campaign to encourage employee participation in military reserve training programs has been launched by the San Francisco Junior Chamber of Commerce among leading firms in the Bay Area.

● Under terms of a program presented by the Junior Chamber, employees of Bay Area firms would be granted up to 15 days annual leave, in addition to regular paid vacations. While on leave, the employee's earnings would be maintained on the basis of the difference, if any, between his regular earnings as a civilian and governmental remuneration. For purposes of job advancement and seniority, time spent by reservists on active duty under this plan would be considered by employers as time on the job.

Only members of Army, Navy, Air Force, Marine or Coast Guard reserves, who regularly take active part in reserve training activities, would be eligible for such leave; and then only upon presentation of orders calling them to active duty.

The proposed plan is identical with arrangements between major industries and employee-reservists throughout the nation and is strongly endorsed by military leaders, according to Henry B. King, Junior Chamber president.

Concerns would contribute materially toward the maintenance of a strong peacetime military reserve," King declared.

America's Town Meeting to Be Aired From S. F. Next Week

"Is the two-party system failing?"

That question will be discussed on Thursday, August 7, when America's Town Meeting will be held in the War Memorial Opera House under the auspices of the *San Francisco Chronicle*.

Drinkwater Luncheon Today Launches New Western Air Service

Inaugurating Western Air Lines' new border-to-border air service to Portland and Seattle, a delegation of the airline's officials arrived in the Bay Area this morning to be guests at a luncheon today sponsored by the Bay Area Aviation Committee.

● President Terrell C. Drinkwater, who heads the group, will be the speaker at the committee's luncheon in the Colonial Room of the St. Francis Hotel. Drinkwater will discuss "An Air Transport Plan for the West."

"This will be the first appearance of Western's new president in the Bay Area," said Chester Bekins, committee chairman. "Since he has completely revised the scope of his company's operations upon becoming president, his talk will be of paramount interest to the traveling public of the West."

"Drinkwater will discuss his conception of the part his company will play in western aviation, with special emphasis on the San Francisco Bay Area."

Lundborg to Attend Council Board Meeting

Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, leaves Sunday for Salt Lake City where he will preside at a meeting of the Board of Directors of the Western States Council of which he is president.

● The Board will discuss the inequities of federal transportation taxes and their effect on western business; freight rates from the Geneva Steel Plant; and will plan its follow-up on the Fontana steel project.

● Opposing stands will be taken by the following participants: Bartley Crum and George E. Outland vs. James Roosevelt and Lieutenant Governor Goodwin J. Knight. The program here will be broadcast by KGO and the American Broadcasting Company's national network.

Carl J. Eastman, president, San Francisco Chamber of Commerce, will open the town meeting with an introduction of George V. Denny, Jr., who, as originator of the program and president of New York's Town Hall, will serve as moderator.

Chamber of Commerce members, their families and friends are invited to obtain free admission tickets by calling in person at, or sending a self-addressed stamped envelope to: Street Floor Desk, *The Chronicle*, Fifth and Mission Streets, San Francisco 19; or Lobby Desk, Radio City, Taylor and O'Farrell Streets, San Francisco 2.

The program will start at 4:00 P.M. Doors to the Opera House will be closed at 4:00 P.M.

"Junior Chamber Night at The Ice Follies"—August 27

"A Night at the Ice Follies" sponsored by the San Francisco Junior Chamber of Commerce has been set for Wednesday, August 27, according to an announcement today by Junior Chamber President Henry B. King.

● Choice seats in the \$3.60, \$3.00 and \$2.40 sections of the main floor at Winterland will be available for sale at the Junior Chamber office at 333 Pine Street until ten days prior to the event.

All members of the San Francisco Chamber and Junior Chamber are invited to take advantage of this opportunity to secure choice seats for this show through their own organization. Phone EXbrook 4511 for reservations.

Help Sought in Liquidating Grave Surplus of California Peaches

"Now is the time to buy peaches!"

That is the declaration of the San Francisco Chamber of Commerce, whose Agricultural Committee chairman, Robert Di Giorgio, today urged housewives to buy freestone peaches now and help liquidate a grave surplus of California peaches.

Rene May Is Appointed to U. S. Chamber Trade Post

Appointment of Rene May, former president of the Foreign Trade Association of the San Francisco Chamber of Commerce and former chairman of the Chamber's World Trade Committee, as a member of the Foreign Commerce Department Committee of the Chamber of Commerce of the United States was revealed last week.

May is president of Getz Brothers, Inc., importing and exporting company.

May has a long record of experience and activity in the world trade field. During the war he served the government as an area specialist in the Foreign Economic Administration.

Vocational Education Progresses in S. F.

How 21,190 young men and women are receiving vocational training in San Francisco schools was discussed at last week's meeting of the Chamber's Special Projects Section with O. D. Adams, Assistant Superintendent of Schools in charge of adult and vocational education.

In 1945, San Francisco schools had 5,000 persons enrolled in vocational training. The enrollment is now over four times larger, according to Adams, and includes over 3,000 indentured apprentices in a wide variety of trades.

At the Samuel Gompers Trade School alone, 1,770 students are taking courses in 26 categories, said Adams. "And the demands for training require the earliest possible expansion of facilities."

It was estimated that it would probably be September, 1948, before the former Ford Motor Company building, which has been acquired by the school department, would be equipped to handle 2,500 students.

"Hap" Arnold to Speak at Army Air Force Day Luncheon

U. S. "Hap" Arnold, former Commanding General of the U. S. Army Air Forces, will speak at a special luncheon tomorrow celebrating the 40th anniversary of the Army Air Force.

Arnold's subject at the "Air Force Day" luncheon will be "Air Power is America's Future."

Radio Commentator Fleetwood Lawton will preside at the luncheon, which is being held at the University Club.

Cause of the surplus, according to Di Giorgio, is the early maturing of California's freestone peaches and the late ripening of Georgia's crop. As a result, Di Giorgio said, both crops hit the market at the same time, increasing the supply tremendously.

"Consumers have not bought enough peaches to meet this supply," Di Giorgio said. "This has caused the market price to fall to such an extent that in many cases the cost of production is greater than the market price paid the growers."

Di Giorgio urged housewives to buy peaches for canning particularly. "Sugar is now available and Mason jars are plentiful," he said. "In addition, marmalade, peach pie, peach cobbler and other peach dishes can be made by the housewife for her family."

"Unless the housewife acts now, these peaches will go to waste," Di Giorgio declared.

New Orleans Mayor to Speak at Harbor Day Luncheon Here

As a prelude to the 18th annual Harbor Day observance on August 2-3, a luncheon featuring Mayor deLesseps Morrison of New Orleans will be held at the Commercial Club, tomorrow, August 1, it was announced this week by Harold S. Dobbs, Harbor Day chairman of the Junior Chamber of Commerce.

"Common Problems of World Trade Ports" will be the subject of Morrison's speech.

Thirty-five year old de Lesseps Morrison, who was inaugurated Mayor of New Orleans last year, is the youngest chief executive of a large American city. Under his direction, New Orleans is launching plans for a \$200,000 deepwater seaway and an International Trade Mart. The city's free-trade zone is now in operation.

A graduate of Louisiana State University, Morrison practiced law in New Orleans until he was elected to the State Legislature. He served almost four years in the Army, and was discharged a Colonel.

Mayors, chamber of commerce officials and California legislators have been invited to San Francisco for the program of activities, which includes a Harbor Industry Exhibit at the Ferry Building July 28-August 3.

May Retail Sales Up Five Per Cent Over 1946

May sales of San Francisco's independent retail stores were up 5% over last May, with the first five months of 1947 up 10%, according to a report released today by the San Francisco Chamber of Commerce.

The study, which was made by the Chamber's Research Department, was based on findings of the U. S. Bureau of the Census.

Bay Area sales broken down into communities show that May sales in Oakland

were up 11% over last May, with the five months' cumulative 17% higher than last year. Sales in Berkeley for the same periods were up 18% and 28% respectively; in Palo Alto 18% and 25%; and in San Jose 12% and 33%.

California as a whole showed an increase of 14% and 19%.

The table below shows the trend of sales by kinds of stores in San Francisco.

SALES OF INDEPENDENT STORES IN SAN FRANCISCO

Kind of Business	PER CENT CHANGE			
	May 1947 From May 1946	5 Mos. 1947 From 5 Mos. 1946	May 1947 From April 1947	
All Kinds of Business	5	10	0	
Apparel Group	7	1	6	
Automotive Group	64	70	5	
Department Stores	1	0	0	
Drug Stores	20	15	2	
Drug Goods and General Merchandise				
Eating and Drinking Places	5	7	2	
Florists	19	12	8	
Food Group	12	15	3	
Furniture, Household, Radio Group	8	28	5	
Jewelry Stores	17	21	2	
Lumber, Building, Hardware Group	52	24	7	
Miscellaneous	3	12	1	

"Paths Toward One World— Understanding, Trade and Peace"

A Talk by

Dr. Monroe E. Deutsch

President, World Affairs Council
of Northern California

Introduction by

Leland W. Cutler

President, World Trade Center, Inc.



Sponsors:

SAN FRANCISCO CHAMBER OF COMMERCE
SAN FRANCISCO COMMERCIAL CLUB

At Luncheon in the

Commercial Club

Thursday, August 14, 1947

SAN FRANCISCO CHAMBER OF COMMERCE

33 Pine Street, San Francisco 4, California

Please reserve.....place(s) for me at \$1.75 each
luncheon honoring Dr. Monroe E. Deutsch, on Thursday,
August 14, 1947, in the San Francisco Commercial Club, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)

(Telephone reservations accepted.)

Name.....

Firm.....

Address.....

CHECK
ENCLOSED

**Tables are not reserved, but tickets must
be purchased in advance. Members will
be taken care of to the limit of capacity,
but it will be to your advantage to make
reservations early before ticket sales are
opened to the general public.*



Price \$1.75 per plate
{ \$1.71 plus 4c tax }

June Industrial Expansion . . .

—By the Chamber's Industrial Department

Fifty-three new plants and 22 factory expansions for the Bay Area and northern California to cost \$6,040,500 were tabulated during June by the San Francisco Chamber's Industrial Department.

● **Industrial development gains for the first half of 1947** show 300 new plants for northern California to cost \$36,745,400 and 195 expansions aggregating \$27,573,300. A total of 495 projects to cost \$64,318,700. Bay Region (12 counties) projects for the same period account for 239 of the new factories at \$26,153,900 and 151 of the expansions for \$24,883,800. A total of 390 projects to cost \$51,037,700. Fifty-eight of the new plants to cost \$1,731,000 are located in San Francisco, while 40 of the expansions representing outlays of \$5,880,000 occurred in this city.

The above compares favorably with the first half of 1946 which tabulated as follows:

- **Northern California**—428 new plants costing \$33,458,325. 307 expansions costing \$26,663,948, a total of 735 projects at \$60,122,273.
 - **Bay Region**—340 new plants costing \$23,265,125. 206 expansions costing \$13,562,015, a total of 546 projects at \$36,827,140.
 - **San Francisco**—73 new plants costing \$3,468,000. 99 expansions costing \$6,667,000, a total of 172 projects at \$10,135,000.
- June 1947 industrial projects summarize as follows:
- **Northern California**
 - 22 expansions \$1,488,000
 - 53 new plants \$5,152,500
 - **Bay Region**
 - 18 expansions \$1,448,000
 - 46 new plants \$2,919,500
 - **San Francisco**
 - 8 expansions \$274,000
 - 10 new plants \$344,500
 - **Total 64 projects** \$4,357,500
 - **Total 24 projects** \$618,500

Among important Bay Region projects announced during June are:

- **Schlage Lock Company, 2201 Bay Shore Boulevard, San Francisco**, has awarded contract for \$90,000 reinforced concrete factory addition, a general expansion of facilities for manufacturing hardware.
- **Germ N Laboratories, Inc., 77 Clay Street, San Francisco**, is a new \$200,000 corporation which manufactures and distributes a newly developed germicidal-antiseptic-deodorant combined in one product. The new venture provides 8 factory jobs.
- **General Tool Die & Stamping Works, 1601 Howard Street, San Francisco**, plans erection of \$50,000 plant building for removal and expansion of existing plant from which to create 4 new jobs.
- **Beaumont Furnace & Sheet Metal Works, 1433 Van Dyke Avenue, San Francisco**, purchased former war plant building at this address for removal and expansion of metal manufacturing plant. Expansion will cost \$85,000 and provide approximately 20 new jobs.
- **The Fram Corporation, Ice Plant Road, Pittsburg, Contra Costa County**, purchased 4 acre agricultural plant from U. S. Assets Administration for \$123,849 for a new west coast plant to manufacture automotive oil filters. Will employ up to 500 persons during peak operations.
- **Kaufman Meat Company, Berryessa Road, San Jose**, awarded contract for first two units in a \$1,000,000 expansion program to modernize and increase capacity of meat rendering and packing plant.
- **EBO Products Company, 1427 Oregon Street, Berkeley**, a new corporation, leased plant and installed equipment for manufacturing doors. Company employs 21 workers.
- **Tea Garden Products Company, San Leandro and 77th Avenue, Oakland**, purchased a 10 acre site for new \$1,000,000 food products plant.
- **Kelsey-Hayes Wheel Company of Detroit** purchased the Lathan Company, Inc., South Linden and Tanforan South San Francisco. New owners plan expansion of the Lathan Company's power brake equipment business. Kelsey-Hayes manufactures wheels, brake drums and chassis parts for the automotive industry.
- **Contra Costa Vegetable Oil Corporation, Kearny Street, Richmond**, is a new corporation to manufacture and process coconut, peanut, flaxseed, etc., vegetable oils. Project will create 19 new jobs.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For full details, call the Department, EXBrook 4511, Ext. 70 and refer to the Trade Tip's number. Stars indicate that names and addresses of references are on file.

VISITOR

7507 AUSTRALIA—E. J. Heath, chemical engineer, representing James Hardie & Co. Pty. Ltd., Wood and Back Streets, Sydney, N. S. W., wants contact with manufacturers of building materials, forest products, building and installation bodies, anything of plastic nature, insulation, etc. He is also interested in insulation industries. Wants to buy and also secure exclusive representation or agency. Will be in U. S. A. for several months. Write care R. W. Cameron & Co., 10 Bridge Street, New York City.

7508 BRAZIL—Omir B. Leal, representing Maquinas & Representacoes, Ltda., Caixa postal 467, Rio de Janeiro, wants scientific instruments, tools, precision tools, laboratory articles in general, small machinery for small factories and industries in general. Interested in representation or agency. Write 2421 Buchanan Street, phone JO-7-0539, until August 21st.

VISITOR

7508-A ECUADOR—Dr. Alfonso Mora Bowen, Apartado 638, Quito, Attorney-at-law, offers his services to any individual or firm, or to take care of American interests in Ecuador, or to assist Americans in establishing enterprises there, or to register trade marks or secure patents for same. Here until August 2nd. Telephone UN-7576. Consulate General of Ecuador, 1095 Market Street.

7508-B ECUADOR—Firm in Ecuador offers call leather, custom-made ladies' footwear. Samples at World Trade Dept. This firm is also interested in representing firms dealing in general merchandise, desirous of selling their products in Ecuador. Contact Dr. Bowen, Consulate General of Ecuador, UN-7576 until August 2nd.

7509 INDIA—N. L. Kara, representing Damodar Khetsay, 15 Military Square Lane, Fort Bombay, wants yarns and all kinds of textiles, industrial chemicals, paper and by-products. Offers native products especially carpets and spices. Write to Bombay.

7510 INDIA—B. R. Manickam, representing The Mysore Coffee House, South Parade, Bangalore, wants canned foods, fruits, fish, meats, vegetables, biscuits, candies, crackers, etc. Interested in securing agency for same in So. India. Write to Bangalore.

7511 INDIA—Maya Shankar, Mapa Bldg., Nanabhai Lane, P. O. Box 104, Bombay, wants printing, mechanical and farming machinery, tools and implements also, industrial chemicals and dyes, especially for the textile industry; also, synthetic stones. Offers semi-precious stones manufactured by themselves in India. Prefers contact with manufacturers or direct buyers. Write care Hotel Jefferson, 208 West 56th St., New York City.

VISITOR

7602 INDIA—F. W. Pollack, representing F. W. Pollack & Co., Bombay (other branches throughout India), will arrive in S. F. middle of August for a stay of approximately one month. He will make a survey of America's supply position of goods falling within the latest restricted import possibilities under new regulations in India, such as, textiles, machinery, essential oils, etc. Will be eager to contact manufacturers interested in establishing durable contacts in India. In the meantime, write F. W. Pollack, 783-44th Avenue, San Francisco 21.

7604 NEW ZEALAND—Dan A. Watkins, representing Pest and Plant Control, Ltd., P. O. Box 124, New Plymouth, is expected in S. F. around August 5th, to stay until the 14th. He is interested in contacting manufacturers of agricultural chemicals, machinery, household items, electrical appliances, milking machine, farm equipment, sewing machines, motors, tractors and similar heavy machinery, all with the view of establishing an agency in N. Z. or to become manufacturers' representative there. Call Sir Francis Drake Hotel.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBrook 4511, Ext. 56.

D-6747—OLD PLANTATION, LTD., care of Post Office, Kaneohe, Oahu, T. H., seeking a distributor on the West Coast for their canned Papaya nectar.

D-6748—GENE TROMBLEY ENTERPRISES, Mauna Hotel, Room 250, Honolulu, T. H., would like to represent local manufacturers in the Hawaiian Islands, and Pacific Ocean Areas.

D-6749—MR. IRVING J. LOUCKRAFT, Veterans Employment Representative for Massachusetts, Veterans Placement Service Board, 200 Washington Street, Boston 8, Massachusetts, seeking distributors or agencies for returned veterans in that area, who would like to represent local manufacturers.

D-6750—JOHN-MASSEY HOSIERY COMPANY, Valdese, North Carolina, looking for a salesman to sell direct to the retail trade.

D-6751—MR. HARRY J. MEBUS, 214 10th Avenue, North, Seattle 2, Washington, manufacturer's representative, covering the four northwest states, calling on the jobbing trade, desires toy, stationery and hardware lines.

D-6752—THURMAN BULB GARDENS, Star Route, Box 351, Arecata, California, seeking a salesman to canvass all major cities of the state of California selling their home garden product.

D-6753—MR. GORDON K. MCWORKMAN, 310 20th Street, Santa Monica, California, looking for a jobber in this area to handle their all-steel utility kitchen table.

D-6754—HY-MATIC, INC., 717 West 11th Street, Los Angeles 15, California, desire a manufacturer's agent to handle their hydraulic and pneumatic cylinders and valves. Would call on lumber, mining, oil producers and refiners, dairies and ice cream processors.

D-6755—ELLINWOOD INDUSTRIES, 150 West Slauson Avenue, Los Angeles 3, California, seeking a distributor for their 44 horsepower, single cylinder, air cooled engine. Exclusive territory.

C of C Representative at Supervisors' Meeting

Attending the Board of Supervisors meeting Monday, July 28, was:

Leland M. Kaiser, member of the San Francisco Chamber Board.

Published weekly at 433 Pine St., San Francisco, Zone 4, County of San Francisco, California. Will Williams, Editor. Telephone EXBrook 4511. (Subscription, One Dollar a year.) Entered as Second-Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.



Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, August 7, 1947

Number 32

Dr. Monroe Deutsch to Speak Here

CHAMBER THANKS POST OFFICE



Photographed left to right: Louis B. Lundborg, general manager, San Francisco Chamber of Commerce; Joseph Lawler, 3rd Assistant Postmaster General; George C. Tenney, vice president, San Francisco Chamber; and Postmaster William McCarthy. Flowers were presented by the Chamber and San Francisco flower industry to Lawler and sent by airmail to Postmaster General Robert C. Hannegan in Washington, D.C. to commemorate issuance of special airmail stamp featuring San Francisco.

Dr. Monroe E. Deutsch, president, World Affairs Council of Northern California, will be guest speaker at a luncheon sponsored by the San Francisco Chamber of Commerce and Commercial Club, Thursday, August 14, in the Club's dining room.

• "Paths Toward One World—Understanding, Trade and Peace," will be the subject of Dr. Deutsch's talk.

Dr. Deutsch, who is retiring as vice president and provost of the University of California, has had a long and prominent career in the educational field, both in this country and abroad. A trustee and president of the Rosenberg Foundation, as well as trustee of Mills College, Dr. Deutsch originated the plan for the Benjamin Ide Wheeler medal bestowed for distinguished service on a citizen of Berkeley. In 1939 he was awarded the medal.

He is chairman of San Francisco International Center; member, Advisory Council, Yenching University and Lingnan University; and was vice president, World Student Service Fund in 1943-44.

He is a member of various philosophical, philosophical and historians' societies and is the author of numerous writings. He has been decorated with the French Chevalier of the Legion of Honor and Commander Order of Merit from Chile.

Dr. Deutsch was recently elected president of the World Affairs Council of California, a non-profit, non-partisan organization whose primary objectives are to provide factual information and appraisals of the economic, political and social problems of the world and to promote public education on world affairs.

To give effect to these purposes, the Council has announced that it will assist and cooperate with other community groups carrying on, in relation to world affairs, such activities as round-tables, conferences, institutes, study groups, lectures, research, information and library services, publications and speakers bureau services.

Washington Conferences Held On Fontana Plant Refinancing

Headed by Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, a delegation of representatives of the Western States Council returned last week from Washington, D.C., where they presented the Council's plans for refinancing the Fontana steel plant to representatives of the Reconstruction Finance Corporation, congressmen and Attorney General Clark.

• The Chamber and the Council have both urged that the same formula used in establishing the price for the disposal of the Geneva plant be applied to the final financial settlement of the Fontana plant.

Chamber Gift on Seattle Inaugural Flight

Last week's inaugural flight of Western Air Lines' new border-to-border air service to Portland and Seattle carried a hamper of California wine as a gift from Louis B. Lundborg, general manager, San Francisco Chamber of Commerce, to Floyd O. Hagie, executive vice president, Seattle Chamber.

• In a letter of greeting which accompanied the gift, Lundborg said, "Today marks a new stride forward as Western Air Lines forges an additional link between our two communities. We who are interested in the future of this Pacific Coast shall march forward together and build a greater and finer empire of business and industry."

Home Goods, Gift and Housewares Shows Close

The Western Summer Market in home goods lines and the Western Gift and Housewares Show being held concurrently this week are the most successful summer market showings ever held in San Francisco, according to Frank K. Runyan, president, Western Merchandise Mart, and Chamber director.

• The shows are being sponsored jointly by the Chamber and the Mart.

The Western Gift and Housewares Show, which closes today, featured over 2000 lines of merchandise from eastern, import and California sources, according to Ray Leber, show manager.

The Western Summer Market in home goods lines closes August 9.

General Business Activity

Thumb Nail Sketch: by the Research Department

•Trend—First Half 1947

General business activity in San Francisco came through the first half of the first year 7 per cent above the same period last year, and a new all-time June high was attained with our Index at 220.8 (1935-1939 average = 100) or 3.5 per cent above June a year ago. Financial transactions, measured by bank debits, for the first half year amounted to \$12,223,773, exceeding the same period last year by \$1,049,333,000 or 9.4 per cent. San Francisco Stock Exchange transactions for the 6 months shrunk about one-third, to a total of 5,651,931 shares with market value of \$80,312,517, compared to last year.

Department store sales' trend during the half year closely followed the pattern of the first six months of last year but came through with a gain of 4.0 per cent. Employment and payrolls in the manufacturing industries in the Bay Area were substantially above the first half of last year with a gain of 21.2 per cent and 34.8 per cent respectively; payrolls in the wholesale field were up 22.4 per cent, in the retail field 21.6 per cent and in the hotel industry 7.2 per cent. First half year sales of electrical energy in San Francisco increased 7.0 per cent, industrial and commercial gas sales 6.4 per cent and residential water consumption 4.4 per cent.

Building permits at the end of the half year numbering 3,988 and amounting to \$20,244,357 slumped 9.2 per cent in number and 21.1 per cent in value. Non-residential permits numbering 118 and amounting to \$3,388,522, were off 37.9 per cent in number and 63.9 per cent in amount but the new residential permits' value of \$10,321,433 was up 9.3 per cent, and the single family dwelling permits' value for the six months amounted to \$8,124,935, a gain of 17.3 per cent. The total dwelling units proposed amounted to 1,401 compared to 1,694 last year. Real estate sales for the half year numbered 9,400 and were valued at \$113,658,123 and, with the exception of last year, were above all recent years. The sales were spread uniformly throughout the six months' period and averaged nearly \$19,000,000 monthly.

Freight car movements during the first six months were 2.3 per cent above last year while San Francisco Airport traffic gained 16.1 per cent and passengers 13.5 per cent. Ship arrivals and departures increased about 25 per cent. In the employment field total placements in San Francisco amounted to 20,462. Industrial placements were off 20 per cent for the six months' period but commercial placements were up 2.9 per cent. Number of express shipments by rail were off 26.9 per cent but by air were up 6.9 per cent.

• Employment

An analysis of some 3,055 placements during June in San Francisco by the C.E.S., shows the professional group accounted for 3 per cent; clerical 41.8 per cent, service 18.1 per cent, skilled 4.2 per cent, semi-skilled 7.5 per cent and unskilled 25.4 per cent; while analysis of some 2,223 unfilled openings during the first week of July reveal the professional group accounted for 14.3 per cent, clerical 70.0 per cent, service 6.1 per cent, skilled 4.6 per cent, semi-skilled 3.9 per cent and unskilled 1.1 per cent.

A survey of the 1947 San Francisco Public High School graduates numbering 2,310 revealed 70 per cent were planning to continue their education while 30 per cent did not plan on higher education.

Of this 30 per cent, 22 per cent were available for permanent employment and 17 per cent of the 22 per cent already have permanent positions, the preponderance with previous employers. The Survey also revealed that nearly one-third of all the graduates were available for vacation employment and that 40 per cent of them had positions for the vacation period.

The C.E.S. report for the week ending July 3 reveals 24,868 unemployment insurance claims in San Francisco, of which 14,110 were compensable. Veterans' claims on the same date accounted for 7,119. At the same time there were 394 unemployment insurance exhausts. San Francisco total claims amounted to 8.87 per cent of the State total while compensable claims amounted to 9.08 per cent of the State total and the unemployment insurance exhausts to 7.6 per cent. The San Francisco ratio to the State as of July 3, in some divisions, is slightly higher than the population ratio of 8.6 per cent but in others it is slightly lower, indicating there is no special problem in this area. Latest report for week ending July 17 shows a reduction in total claims to 22,984 and Veteran claims to 6,964 for San Francisco.

• Manufacturing Industries

Production workers in the manufacturing industries in the San Francisco-Oakland area during the month of June, according to the State Department of Industrial Relations, totaled 117,800, of which 60,700 were in the durable group and 57,100 in the non-durable group. The June total was practically identical to June a year ago but the six months' average was up 21.2 per cent and the payrolls 34.8 per cent. June average weekly earnings amounted to \$57.24 compared to \$56.34 in

May and \$51.07 in June last year. Average hourly earnings amounted to \$1.473 compared to \$1.51 in May and \$1.329 in June last year. Average hours worked per week in June were 38.8, the same as May, compared to 38.4 in June last year.

New industries and expansions reported during the first half of 1947 by our Industrial Department for the 12 Bay Counties numbered 239 new plants involving expenditures of \$26,153,900, and 151 expansions with outlays of \$24,883,800. Although the number of new plants and expansions were somewhat lower than a year ago, outlays for both groups were above the same period last year.

• Trade

Department store sales in the San Francisco-Oakland Metropolitan Area during the first six months were up 4 per cent over the same period last year; Central Valley 10 per cent; Northern California 6 per cent; California and the Twelfth Federal Reserve District both 8 per cent. San Jose led the Northern California cities with an 18 per cent increase; and Glendale-Pasadena led all cities in the Twelfth Federal Reserve District with a gain of 27 per cent.

Independent retail store sales in San Francisco for the five months' cumulative latest U. S. Census report were up 10 per cent compared to the same period last year. By groups increases were as follows: Food 15 per cent; general merchandise 6 per cent; apparel 1 per cent; furniture, household and radio 28 per cent; lumber hardware group 24 per cent; automotive 70 per cent; filling stations 14 per cent, and drug stores 15 per cent. Jewelry store sales for the same period were off 21 per cent, florists 12 per cent, and eating and drinking places 7 per cent.

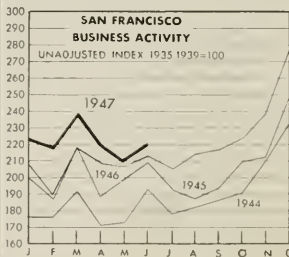
Pacific Coast Wholesalers' sales for the first 5 months were up 20 per cent over last year, compared to 25 per cent in the Nation, according to latest reports of the Bureau of the Census. By groups, increases were as follows: Automotive sales 18 per cent; shoes and other footwear 29 per cent; dry goods 23 per cent; electrical appliances and specialties 29 per cent; fruit and vegetables 93 per cent; groceries 1 per cent; meat products 61 per cent; furniture and household furnishings 49 per cent; general hardware 35 per cent; lumber and building materials 51 per cent. On the down side clothing and furnishings, except shoes, were off 6 per cent, drugs and sundries 1 per cent, confectioners 11 per cent, and jewelry 15 per cent.

• Transportation

Freight car movements in San Francisco for the 6 months' period totaled 138,835 or 2.3 per cent above a year ago. San Francisco Airport traffic for the 6 months climbed to a new all-time high of 29,262 planes and 417,054 passengers, a gain of 16.1 per cent and 13.5 per cent respectively above last year. June passenger traffic rose to a new all-time monthly high of 93,000. Total ship arrivals for the 6 month period reached 1,876 with registered tonnage of 8,546,065 representing an increase of 23 per cent in number and 28.6 per cent in tonnage; and departures totaled 1,958 with registered tonnage of 8,725,757.

• Living Costs

Living costs in San Francisco for the first 5 months (latest available) were 19.3 per cent above the same period last year. Food costs were up 33.8 per cent, clothing 19.6 per cent, house furnishings 16.3 per cent, miscellaneous 9.9 per cent and rent 0.4 per cent. Gas and electricity were 11.0 per cent below a year ago.



Survey of Business Conditions in San Francisco June 1947

BRANCH OF ACTIVITY	JUNE 1947	JUNE 1946	PER CENT CHANGE	6 MONTHS 1947	6 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY						
S. F. C. of C. Index 1935-39 Avg. = 100	220.3	212.8	3.5	221.7	207.1	7.0
CONSTRUCTION PERMITS						
Total	(number) 649	671	-4.6	3,988	4,392	-9.2
Residential, New	(value) 2,942,139	2,603,601	13.0	20,244,357	25,651,723	-21.1
Dwelling Units	(number) 185	230	-19.6	1,196	1,452	-17.6
Single-Family Dwellings, New	(value) 1,554,400	1,411,200	10.1	10,321,433	9,446,004	9.3
Non-Residential, New	(number) 206	267	-22.8	1,694	1,694	0.0
Non-Residential, New	(value) 1,299,400	1,024,200	26.9	8,124,933	6,928,044	17.3
Additions, Alterations and Repairs	(number) 21	9	133.1	118	190	-37.9
	(value) 478,208	83,848	470.3	3,388,522	9,378,057	-63.9
	(number) 434	432	0.5	2,674	2,750	-2.8
	(value) 909,531	1,108,553	-18.0	6,534,402	6,827,622	-4.3
REAL ESTATE						
Sales	(number) 1,499	1,725	-13.1	9,400	11,634	-19.2
Mortgages and Deeds of Trust	(value) 19,115,628	22,795,658	-16.2	113,658,123	142,920,217	-20.5
	(number) 1,574	1,604	1.9	9,712	9,790	-0.8
	(amount) 13,245,781	17,427,267	-24.2	88,788,210	100,273,886	-11.5
RETAIL DEPARTMENT STORE SALES						
San Francisco	(index) 240	244	-1.2	231	225	2.7
FINANCE						
Bank Debits	(\$000) 2,054,270	1,951,182	5.3	12,223,773	11,774,440	9.4
Bank Clearings	(\$000) 1,582,283	1,659,215	-4.3	9,380,996	8,564,943	9.5
Postal Receipts	(\$) 1,582,283	1,659,215	-4.3	10,246,081	11,879,381	-13.7
San Francisco Stock Exchange	(no. shares traded) 839,619	1,372,429	-38.8	5,651,931	8,826,785	-36.0
	(market value) 11,366,535	16,894,037	-32.7	80,512,517	133,720,479	-39.9
COMMERCIAL FAILURES						
Liabilities	(\$) 96,905	3,122	3,003.9	481,452	207,664	131.8
Assets	(\$) 17,674	100	229.375	189,371	189,371	21.1
EMPLOYMENT & PAYROLLS—Bay Area (5 Co.'s) (a)						
Employment	(index) 140.6	139.8	0.6	143.3	118.2	21.2
Payrolls	(index) 260.1	231.5	12.4	257.2	190.8	34.8
NON-MFG. INDUSTRIES (5 Co.'s) (a)						
Laundry, Cleaning, Dyeing	(payroll) 172.8	172.2	0.3	169.4	168.5	0.5
Wholesale Trade	(payroll) 210.6	173.2	21.6	202.0	163.1	22.4
Retail Trade	(payroll) 201.7	176.8	18.6	176.8	216.8	-21.6
Hotels	(payroll) 248.2	232.5	6.8	242.5	226.2	7.2
PLACEMENTS IN SAN FRANCISCO—C. S. E. S. (total)	3,544	3,474	-2.4	20,462	24,069	-15.0
Industrial Placements	(number) 2,611	4,562	-26.3	14,794	18,500	-20.0
Commercial Placements	(number) 933	1,132	-17.6	8,728	5,569	29.0
TRANSPORTATION						
Freight Car Movements	(number) 20,413	22,078	-7.5	138,835	135,672	2.3
San Francisco Airport Traffic	(no. planes) 5,723	4,663	22.9	29,262	34,203	-16.1
Express Shipments—Rail	(number) 93,000	80,829	15.1	417,054	367,454	13.5
Air	(number) 252,955	361,712	-30.1	1,700,799	2,327,859	-26.9
Air Mail Loaded	(pounds) 16,244	15,861	2.4	109,567	102,345	6.9
Butter	(pounds) 560,255	431,817	29.7	2,954,319	3,884,417	-24.0
WORLD TRADE						
Vessel Arrivals with Cargo	(number) 304	229	32.6	1,876	1,525	23.0
Vessel Departures with Cargo	(net registered tons) 1,362,702	1,000,194	36.2	8,546,065	6,647,527	28.6
Exports—Value	(net registered tons) 1,491,388	1,132,167	25.4	8,725,757	6,672,758	30.8
Quantity	(millions of dollars) 17.9 (d)	18.1 (e)	-2.7	116.1 (f)	87.8 (g)	29.7
Imports—Value	(millions of pounds) 399.3 (d)	443.4 (e)	-10.0	1,560.6 (f)	1,730.2 (g)	-13.3
Quantity	(millions of dollars) 14.2 (d)	8.0 (e)	77.5	69.2 (f)	26.9 (g)	157.2
Imports—Value	(millions of pounds) 90.2 (d)	86.0 (e)	4.2	510.7 (f)	312.3 (g)	63.5
UTILITIES						
Electric Energy Sales Index	(k.w.hrs.) 186	171	8.8	198	185	7.0
Industrial and Commercial Gas Sales	(cu. ft.) 1,098,526,500	1,067,218,400	2.9	6,923,789,400	6,508,720,200	6.4
Water Consumers	(net gain) 163	104	56.7	1,674	1,074	55.9
NEW DEVELOPMENTS						
Tourist and Settler Inquiries	(number) 491	431	13.9	3,349	1,777	88.5
Bay Bridge Vehicle Crossings	(number) 2,345,244	2,163,865	8.4	12,650,284	12,673,814	-0.2
Golden Gate Bridge Vehicle Crossings	(number) 709,691	661,512	7.3	3,601,858	3,349,960	7.5
DAIRY RECEIPTS, FRUITS AND VEGETABLES						
Cattle	(pounds) 3,815,626	1,349,140	182.8	15,859,826	5,558,977	185.3
Cheese	(pounds) 1,987,799	1,015,643	95.7	8,800,611	7,276,211	21.0
Eggs	(cases) 94,760	89,964	5.3	641,413	599,471	14.6
Fruit, dressed	(pounds) 1,244,799	79,384	99.2	9,080,830	8,882,770	2.2
Fruits and Vegetables	(carlots) 2,350	2,503	-6.1	10,645	11,213	-5.1
LIVESTOCK SLAUGHTER (b)	(total number) 185,030	176,495	4.8	1,039,879	1,244,864	-16.5
Cattle	(number) 45,540	34,813	31.2	242,215	247,818	-2.3
Calves	(number) 15,490	10,330	50.0	75,584	57,568	31.1
Sheep and Lambs	(number) 86,455	107,749	-19.8	426,472	662,414	-35.6
Hogs	(number) 37,536	23,603	59.0	295,608	280,974	5.2
S. F. LIVING COSTS 1935-39 Avg. = 100						
Food	(index) 199.9 (h)	155.5	28.5	199.4 (i)	150.3	32.4
Clothing	(index) 179.6 (h)	152.6	17.6	176.5 (i)	145.6	21.2
Fuel, Electricity and Ice (c)	(index) 106.8 (h)	106.4	0.4	106.8 (i)	106.4	0.4
Gas and Electricity	(index) 82.5 (h)	85.9	-4.1	82.5 (i)	88.5	-6.9
Other Fuel and Ice	(index) 72.7 (h)	77.7	-6.7	72.7 (i)	81.1	-11.1
House Furnishing Goods	(index) 116.4 (h)	113.2	2.9	116.4 (i)	113.2	2.9
Miscellaneous	(index) 153.2 (h)	132.0	15.3	151.6 (i)	130.8	13.6
All Items	(index) 148.4 (h)	137.9	6.5	147.1 (i)	135.0	8.3
	(index) 160.7 (h)	137.8	17.5	159.9 (i)	134.5	18.9

- (a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.
 (b) Federal Inspection—San Francisco District.
 (c) Gas costs have declined since 1925 and electricity costs since 1921.
 (d) April 1947 (latest available).
 (e) April 1946.
 (f) 4 months cumulative 1946.
 (g) May repeated (latest available).
 (h) 5 months average (latest available).

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Department of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

Honolulu Chamber Delegation Due In City Next Week

A delegation of 18 representatives of the Chamber of Commerce of Honolulu will arrive in San Francisco Wednesday, August 13, following a tour of the Pacific Northwest.

• During their visit here the group will be guests at a luncheon Thursday, August 14, sponsored by the Chamber of Commerce and San Francisco Commercial Club, and at dinner that evening by the Chamber's Board of Directors and Hawaiian Affairs section of the Domestic Trade Committee.

They will return to Honolulu aboard the navy flying boat *Mars* that night.

The delegation, which will be headed by Paul H. Anderson, second vice president, Honolulu Chamber, will include: H. P. Dahlquist, vice president and director of personnel and public relations, Oahu Railway & Land Co.; H. Porter Dickinson, assistant general manager, Honolulu Star-Bulletin; Floyd W. Fitzpatrick, President Honolulu Junior Chamber of Commerce; Clarence L. Hodge, Director of Public Relations, Honolulu Chamber; Nalcedon McNaughton, assistant treasurer, Castle & Cooke, Ltd.; Dr. Lyle G. Phillips, physician; D. Hebben Porteus, attorney, Alexander & Baldwin, member, Territorial House of Representatives; J. A. Quealy, Jr., general manager, Hawaiian Plumbing and Sheet Metal Works; Hosmer Rolph, general freight agent, Castle & Cooke, Ltd.; Ronald O. Smith, vice president and general manager, Pacific Chemical and Fertilizer Co.; Farrant L. Turner, vice president, Lewers & Cooke, Ltd.; R. Allen Watkins, president and manager, Watkins Printery, Ltd.; Richard H. Wheeler, manager, Andrade & Co. Ltd.; Charles E. Kauhane, member, Territorial House of Representatives; Ben E. Ayson, Real Estate Dealer; Joseph Dickson, Auditor of the Territory of Hawaii; Clarence Y. Jim, vice president and general manager of the Service Cold Storage Company Ltd.

Chamber Participates in S.F.-Reno-Boise Inaugural Flight

United Air Line's inaugural flight between San Francisco, Reno and Boise left here last Friday with a group of passengers which included Carl J. Eastman, president, San Francisco Chamber of Commerce, and C. P. Tanner, Chamber assistant general manager.

• Upon arrival in the two communities, Eastman and Tanner presented hampers of California fine wines as gifts from the Chamber to Mayor Francis R. Smith of Reno; William Brussard, Reno Chamber president; Mayor Potter P. Howard of Boise; and Willis C. Moffatt, Boise Chamber president.

In Boise the entire group were guests at a banquet commemorating Army Air Force Day.

SINGER VISITS SAN FRANCISCO



Stopping briefly in San Francisco during a cross-country tour of principal cities in search of unpublished song hits, C.B.S. coast-to-coast singing star Jack Smith met with city and chamber of commerce officials here recently. Left to right: Ralph Brunton, owner of Radio Station KQW; C. P. Tanner, San Francisco Chamber assistant general manager; Jack Smith; and Supervisor George Christopher.

NOTICE

Following is a list issued by Pacific Telephone and Telegraph Company of San Francisco Central Office Names as they now appear, and as they will appear on and after August 10, 1947:

SAN FRANCISCO

Present Central Office Name	Central Office Name On and After Aug. 10, 1947	Present Central Office Name	Central Office Name On and After Aug. 10, 1947
ATwater	ATwater 2	MArket	MArket 1
BAyview	BAyview 1	MIssion	MIssion 7
CHina	CHina 5		MIssion 8
DElaware	DElaware 3	MOntrose	MOntrose 4
DOuglas	DOuglas 2	ORDway	ORDway 3
EVERgreen	EVERgreen 6	OVERland	OVERland 1
EXbrook	EXbrook 2	PRospect	PRospect 5
FILLmore	FILLmore 6	RAndolph	
GArfield	GArfield 1	SEabright	SEabright 1
GRaystone	GRaystone 4	SKyline	SKyline 1
HEmlock	HEmlock 1	SUTter	SUTter 1
JORDan 7	JORDan 7	TUXedo	TUXedo 5
JUNiper 4	JUNiper 4	UNderhill	UNderhill 1
JUNiper 5	JUNiper 5	VAlencia	VAlencia 4
JUNiper 6	JUNiper 6	WAlnut 1	WAlnut 1
JUNiper 7	JUNiper 7	WESt 1	WESt 1
KLondike 2	KLondike 2	YUkon 6	YUkon 6
LOmbard 6	LOmbard 6		

*New central offices to be established.

**To be discontinued May 30.



Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

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Number 33

Honolulu Chamber Trade Group Here

EAST MEETS WEST



Photographed left to right: Prince Abdooraza Pahlavi of Iran, and Carl J. Eastman, president, San Francisco Chamber of Commerce. Occasion was a press conference for the Iranian Prince, who is visiting the U. S. to study the nation's industries and public institutions.

City's Annual Flower Show Slated For August 27-28

The annual San Francisco Flower Show will be held in the City Hall Rotunda on August 27-28, according to an announcement by Robert Di Giorgio, chairman, Agricultural Committee, San Francisco Chamber.

• Awards will be given to those amateur gardeners and commercial growers having the best displays. As a special feature, flower arrangements will be displayed on the second floor of the City Hall. The show will be open to the public free of charge from 2 P.M. Wednesday until 10 P.M. Thursday.

Entry blanks can be obtained until Monday, August 25, by calling Glenn T. Mack, manager, Flower Show, Inc., MO 4-6484.

Iranian Prince in S. F. During Tour

Prince Abdooraza Pahlavi of Iran arrived in San Francisco this week during a nation-wide tour to study American industrial establishments and public institutions.

• A younger brother of the Shah of Iran, the Prince graduated in June from Harvard University with a degree in political economy.

Itinerary of the Iranian Prince was arranged by the San Francisco Chamber of Commerce. It included a tour of the Standard Oil refinery in Richmond and visits to the University of California, Bethlehem Steel Company shipyards in Alameda, Food Machinery Corporation in San Jose and to orchards and canning plants in that area.

On the last leg of a special trade relations tour, 18 businessmen representing the Chamber of Commerce of Honolulu arrived in San Francisco last night following a visit to the Pacific Northwest.

• The party, which arrived at 8:30 P.M. aboard a United Airliner, was met at the airport by a San Francisco Chamber group headed by President Carl J. Eastman, Vice President George C. Tenney and Chamber General Manager Louis B. Lundborg.

During their one-day visit the group will be honored at a luncheon sponsored by the Chamber and Commercial Club, and at dinner will be guests of Chamber Director Benjamin H. Swig, who participated in the Chamber's first postwar visit to Hawaii last March.

State Fair Expected to Set New Records; New Features Planned

The 1947 California State Fair will be held August 28-September 7, according to an announcement by Ned Green, secretary-manager of the Fair.

• "This year's Fair will set records in every phase of its operation," said Green. "There will be the largest number of exhibitors in every classification, the value of the exhibits will be the greatest in the history of the Fair, and the premiums will be the highest."

The Fair will open with an historical pageant depicting California's history and designed to set the stage for California's forthcoming Centennial celebrations.

As a result of the \$483,000 renovation program that has been undertaken, a new paddock has been constructed for the race horses, the cattle, swine and sheep barns have been repainted and new pens constructed where necessary. The junior division buildings, housing the 4-H and F.F.A. exhibits, have also been renovated.

Report From

● ADMINISTRATIVE PRACTICES ACT

H. R. 2657 would, except in certain circumstances, rigidly restrict representative appearances on behalf of corporations or other organizations in Federal proceedings, particularly in those involving hearings, unless an attorney represents the organization. The Chamber opposed this measure. Brief hearings were held by the House Judiciary Committee but no report was rendered before the close of the First Session.

● AGRICULTURE

Long-range Program—The House Committee on Agriculture held extensive hearings on a long-range agricultural program. Some of the hearings have been published—more are to follow. Any long-range program may profoundly affect agriculture in California. The full committee will hold a hearing in Fresno in the Fall.

Insect Infestation—With the development of the Mandated Islands in the Pacific and the inauguration of regular travel from and to these Islands, the Hawaiian Islands and the Mainland are offered increasing threats of the infestation of pests detrimental to agriculture and presently non-existent in either Hawaii or the United States. Steps are being taken now to guard against any possible infestation from the Mandated Islands and the situation must be watched with great care.

Foot and Mouth Disease—This dreaded disease, now existent in parts of Mexico, is being vigorously fought by government officials representing both Mexico and the United States. Its entrance into the United States would be disastrous to the greater portion of the live-stock industry, since all cloven-hoofed animals, including deer, are extremely susceptible to the disease. Millions of dollars were appropriated to carry on eradication work in Mexico. Additional funds may be required. The expenditure now of a few million will doubtless save an industry valued January 1, 1947, at over 10 billions of dollars.

● ALASKAN STATEHOOD

Numerous measures were introduced covering this subject. Hearings were held by the House Public Lands Committee. Subcommittees of both the House and Senate Public Lands Committees will visit Alaska during the Fall. No reports have yet been rendered.

This is on the active Calendar.

● ALASKAN STEAMSHIP SERVICE

Realizing the necessity for the maintenance of steamship service between the United States and Alaska, the Congress passed a bill permitting the Maritime Commission to enter into charter service. The Chamber, along with many others, vigorously protested to the Maritime Commission the granting of exclusive contracts to four steamship lines operating out of Seattle, thereby closing the door to possible service from California and Oregon ports. The present legislation covers only the interim to June 30, 1948. It is anticipated that permanent legislation will be considered at the Second Session.

This will be carefully watched in order to insure service from all Pacific Coast ports.

● CENSUS OF BUSINESS AND MANUFACTURERS

Several bills were introduced covering this subject. One passed the Senate and another was passed over on the House Consent Calendar on July 21st and was not reached again before the hour of adjournment. It is hoped to have the House act on this measure early in the Second Session in order to speed up the collecting of this very necessary information.

● COMMUNITY PROPERTY

All legislative efforts to require tax-payers in community property states, such as California, to file joint returns, were defeated.

This subject will bear careful watching in 1948.

● FEDERAL EXPENDITURES

The position of the Chamber regarding Federal expenditures clearly emphasizes that the Chamber urged the Congress in making appropriations that California and the San Francisco Bay Area receive the same consideration as given any other state or region of the Nation and that with this understanding the Chamber supported its proportionate cuts to attain the primary objective of reducing Federal spending to the minimum essential to the proper functioning of the Federal government.

While Democrats and Republicans disagreed as to the amount of the Federal Budget as finally passed by the Congress, nevertheless, substantial cuts were made and spending is being reduced. Quick surveys indicate that these cuts are being made proportionately throughout the Nation.

Serving the best interests of the Washington Office of the Senate closely with legislators and government.

The activities of the Washington Office of the Senate in the review of some of the measures presented and which were presented to Congress.

While some of the measures majority are still carried on consideration when the Second Session opens January 6, 1948.

The status of the various measures interested is presented for informational listing is not indicative of measures presented.

● FERTILIZER

H. R. 869 proposed the regulation of fertilizer shipped in interstate commerce. No action was taken in this measure. The measure will bear watching.

● FISHING RESOURCES IN

H. R. 859, "providing for the maintenance of fishing resources and island possessions of the United States and intervening seas, and for other purposes." The measure passed the House.

● HAWAIIAN STATEHOOD

Numerous bills were introduced covering this subject. Hearings were held by the House Public Lands Committee. Subcommittees of both the House and Senate Public Lands Committees will visit Hawaii during the Fall. No reports have yet been rendered.

No public hearings were held by the Maritime Commission the granting of exclusive contracts to four steamship lines operating out of Seattle, thereby closing the door to possible service from California and Oregon ports. The present legislation covers only the interim to June 30, 1948. It is anticipated that permanent legislation will be considered at the Second Session.

This will be carefully watched in order to insure service from all Pacific Coast ports.

● INTERSTATE COMMERCE

Companion measures, S. 110 and H. R. 221, were introduced covering this subject. One passed the Senate and another was passed over on the House Consent Calendar on July 21st and was not reached again before the hour of adjournment. It is hoped to have the House act on this measure early in the Second Session in order to speed up the collecting of this very necessary information.

● NAVAL POSTGRADUATE

Bills permitting the purchase of naval vessels by the War Department, to be used as a postgraduate training school. Extensive hearings were held, resulting in Presidential approval.

According to information available, the Navy is planning to take postgraduate training with a view to being followed by another course of study at Annapolis. The courses now given at Annapolis.

Washington . . .

and the business community, Chamber of Commerce works cases.

ice are best indicated in a ch the Chamber is inter- First Session of the 80th

and become law, the great and will necessitate further the 80th Congress convenes

in which the Chamber is f its members. The alpha- importance of the problems

ufacture, labeling, and inspection is bill was opposed by the Cham- ere any hearings held. er.

IFIC OCEAN

investigation, development, and fishing industry of the territories e tropical and subtropical Pacific purposes," was supported by the d was signed by the President.

ouses providing Statehood for Lands Committee resulting in a hich the House passed H. R. 49. ic Lands Committee covering this to hold any hearings in Hawaii by littee. Senator Cordon of Oregon is has expressed the hope that he will nd that it will be possible for him to littee. The fact that no Subcommittee ed hearings in Hawaii prior to the

tion on the legislative program of

seeking to amend the Interstate two or more carriers of one class rates, rules, routes, etc., subject Commission, without subjecting laws, were favored by the Cham- i Houses with the Senate passing ing days of Congress and, there- early next year.

(Del Monte).

nte Hotel property by the Navy e, were introduced in both Houses. rable action by both Houses and sure.

, it is the Navy's plan to send gradu- tes, following which those selected te for a year of postgraduate work. ork at certain of the selected col- is to discontinue all postgraduate

● POSTAGE RATES

Numerous bills were introduced increasing postage rates. These included an increase in airmail from 5c to 6c and adjustments in second and third class rates. The Chamber opposed the increase in airmail rates and no change was made in this rate by the Congress during the First Session. San Francisco and the Pacific Coast is being penalized through having to pay zone rates on various mail matters, including books. The injustice of this has been called to the attention of the House Committee on Post Office and Civil Service.

The problem of postal rates will bear watching again in 1948.

● RECLAMATION

Central Valley Project—Completion of the Central Valley Project and the 160-acre limitation as applying to that project, has been the subject of far-reaching legislation, including appropriations. The appropriations requested by the State of California were not approved in their entirety but substantial funds have been made available. The Subcommittee on Irrigation and Reclamation of the Senate Public Lands Committee held extensive hearings on the acreage limitation, but with the close of the First Session no bill was reported. The House Public Lands Committee did not hold hearings on this subject but rather will have a Subcommittee carefully investigate the entire Central Valley Project before the Congress reconvenes. That investigation will be headed by Congressman Richard J. Welch of San Francisco, who is Chairman of the House Public Lands Committee.

● STREAM POLLUTION

This bill, S. 418, as originally introduced, would provide for stream pollution control activities by the U. S. Public Health Service. This measure, as originally drafted, was opposed by the Chamber for a number of reasons, the principal one being in opposition to the continued trend toward the absorption of the powers of State, municipalities, and other political subdivisions by the Federal government. That there is a problem, particularly on interstate streams, is beyond question. Extensive hearings were held and the measure passed the Senate and will be considered by the House Public Works Committee in the next Session.

● TARIFF ACT OF 1930

H. R. 3810 proposed an amendment to Section 522 of the Tariff Act of 1930 so as to clarify the procedure in ascertaining the value of foreign currency for customs purposes. This measure was approved by the Chamber.

The measure passed the House and was referred to the Senate Finance Committee which committee held no hearings during the First Session.

● TAXES

Various measures were introduced to remove the present disadvantage which exists as the result of the transportation tax, the communications tax, and other forms of taxation based on percentages which bear particularly heavy on west coast residents because of the 3000 miles intervening between the East and West Coasts. These inequities were called to the attention of Congressman Harold Knutson, Chairman of the House Ways and Means Committee, in order that consideration may be given to removing this discrimination when the general over-all tax bill is submitted early in 1948.

● TAXATION OF FEDERAL LANDS

With the amount of property owned by the Federal Government on the increase, the burden of taxation on private owners is thereby also increasing. Many students of taxation recommend that the Federal Government be required by law to pay its share of local property taxes. Numerous bills were introduced making such provision. Hearings were held in the House, but no concrete action was taken.

This subject will necessitate a great deal of work.

● WAIVING INSPECTION OF VESSELS & NAVIGATION LAWS

H. J. Res. 76 authorizing and directing the Commandant of the U. S. Coast Guard to waive compliance with vessel inspection and navigation laws was supported by the Chamber.

The extension of these wartime powers was extremely necessary in order to permit the operation of vessels during the reconversion period. Present authority expires December 31, 1947.

● WOOL, SUPPORT FOR

The support as originally provided in S. 814, which passed both Houses, was vetoed by the President. This was followed by the introduction of another bill to meet Presidential objections, S. 1498, which passed both Houses and has been signed by the President.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6756—CLEAVES & CHOY, P.O. Box 1654, Honolulu, T. H., would like to represent local manufacturers of shoe, druggies and household appliances in the Territory of Hawaii.

D-6757—PAUL S. ANDERSON COMPANY, 672 West 15th Avenue, Blvd., Los Angeles 10, California, interested in representing local manufacturers of hardware, electrical guitar and automotive accessories in Southern California.

D-6758—JOHN EK INDUSTRIES, INC., 1242 Whitney Avenue, Hamden, Connecticut, seeking representatives, jobbers and dealers to handle their hunting knives, household cutlery, lawnmower attachments, zip seal sailboats, row boats and small inboard power boats.

D-6759—WILSON MANUFACTURING COMPANY, INC., 77-79 Washington Street, North, Boston, Massachusetts, desire a sales representative in California. Interested for their complete line of leather goods for men and ladies.

D-6760—CAMBAR MANUFACTURING COMPANY, INC., 322 East Beach Avenue, Inglewood, California, seeking a distributor in this area for their aluminum alloy overhead garage doors, and hardware for installation of either wood or aluminum constructed doors.

D-6761—ENDICOTT CORPORATION, 31 Irvington Street, Boston 16, Massachusetts, desire a representative in San Francisco for their decorative egg-cell plastic items for sale in the architectural or interior decorating field.

D-6762—PHILIPPINE-HAWAIIAN ENGINEERING COMPANY, LTD., 633 Waiakaloa Road, Honolulu, T. H., seeking a wholesaler for their Hawaiian curios made of Monkey-Pod wood.

D-6763—DILLINGHAM BROTHERS LTD., 1602 Kananani Street, Honolulu 12, Hawaii, desire a local representative to handle their pineapple pickle, pineapple jam, guava jelly, guava nectar, papaya nectar and papaya-pineapple jam, all manufactured in Hawaii.

D-6764—ADVERTISING ARTS CORPORATION, 1775 Broadway, New York City 19, New York, desire a sales organization to handle their day and night visible sign. Straight commission basis. Sold to advertising specialties, brewers, distillers, dairies, ice cream, heating and appliance manufacturers.

D-6765—MR. JOHN A. HAMILTON, Chamber of Commerce of Honolulu, Honolulu 16, Hawaii, has a member who is prepared to ship by air express quantities of Hawaiian tropical flowers, orchids and other cut flowers to wholesale or retail florists.

D-6766—TULANE MANUFACTURING COMPANY, 2990 North High Street, Columbus 2, Ohio, seeking a distributor for their automatic scaling vat to be used in the poultry business. Would call on poultry supply and equipment companies as well as processing machinery companies.

D-6767—AFTTEX, INC., 385 Charles Street, Providence 4, Rhode Island, desire a manufacturer's representative for their line of tubular knitted jersey fabrics to be sold to the department and piece goods stores in this area.

D-6768—MR. C. M. PLARR, 71 North Division Street, Buffalo 3, New York, looking for a representative to handle his master machine mould for making concrete building blocks. Commission basis.

D-6769—GLENCRRAFT COMPANY, 124 West Fourth Street, Los Angeles 13, California, looking for a jobber and distributor for their "Task Force" sport caps. Sold to sporting goods and marine equipment companies.

D-6770—MILLER-CLAYTON ASSOCIATES, Second Unit, Santa Fe Building, interested in representing local manufacturers in Texas, Louisiana, Oklahoma and Arkansas.

Council Acting to Keep Present Geneva Steel Freight Rates

S. F. Featured in Satevepost Articles

The August 23 issue of the Saturday Evening Post will carry a story on Lefty O'Doul and the San Francisco Seals.

● O'Doul, manager of the Seals, will share the spotlight with the baseball team in an article written by Collier Small. The issue will be on the newsstands August 20.

Beginning September 20, the Post will carry a series of four articles on A. P. Giannini, chairman of the board, Bank of America.

Action to maintain current reduced freight rates on Geneva steel has been launched by western chambers of commerce, according to Louis B. Lundborg, general manager, San Francisco Chamber of Commerce.

● Lundborg returned last week from Salt Lake City, where he presided at a meeting of the Board of Directors of the Western States Council, an organization representing chambers of commerce in the eleven western states.

Major part of the meeting was devoted to mapping plans for support of the reduced freight rates before a pre-hearing conference called by the Interstate Commerce Commission Thursday, August 7, in Denver. At that time the I. C. C. and interested parties programmed and arranged for the formal hearing on the question of maintaining the present rates which were reduced last spring.

"The new Utah rate has been protested," Lundborg explained, "and must be defended and justified before it can be made a part of the permanent rate structure."

The San Francisco Chamber was represented at the conference by Walter A. Rohde, the Chamber's Transportation Manager.

Noting that both people and industry were sweeping westward with increasing migration, Lundborg said, "One industry is giving birth to another in this trend toward decentralization."

"The contribution of industrialization to the West's growth will be lost, however, unless adjustments are made in present freight rates to make the West's basic steel products available at competitive prices."

Our NEW

Telephone Number:

EXbrook 2-4511

Tickets Available For Junior C of C "Night at Ice Follies"

Tickets are still available for the Ice Follies on "Junior Chamber of Commerce Night," Wednesday, August 27, according to President Henry B. King.

● Choice seats in the \$3.60, \$3.00, \$2.40 and \$1.80 sections of the main floor at Winterland

are on sale at the Junior Chamber office at 333 Pine Street. Ticket sales at this office will close August 19.

Members of the San Francisco and Junior Chambers and their friends can obtain their tickets by filling out the coupon below and mailing it, together with a check, to the Junior Chamber.

San Francisco Junior Chamber of Commerce

333 Pine Street,
San Francisco 4, California

Please reserve _____ seats for me at \$_____ each for the Ice Follies, Wednesday evening, August 27.

Name _____

Firm _____

Address _____

Check
Enclosed
\$ _____



Bay Region Business

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Number 34

WASHINGTON NOTES

From Washington Office,
San Francisco Chamber of Commerce

CONGRESSIONAL COMMITTEE HEARINGS OF INTEREST TO SAN FRANCISCANS.

• **JOINT COMMITTEE—Senate and HOUSE**
A Joint Committee, representing Senate and House Banking and Currency Committees, will meet August 19th and decide on a program. It is likely they will hold Hearings throughout the country on the problem of HOUSING.

• **SENATE JUDICIARY COMMITTEE**
The Senate Judiciary Committee will hold Hearings in Washington on Tidelands during the latter part of August.

• **SENATE PUBLIC LANDS COMMITTEE**
The Chairman of this committee, Senator Hugh Butler of Nebraska, accompanied by Hugh Brown, Chief Clerk of the Committee, is making a personal inspection of western public lands problems, including the Central Valley Project and Indian Problems.

• **HOUSE COMMITTEE ON EDUCATION AND LABOR**
A subcommittee is now sitting in Los Angeles. They will meet in San Francisco August 25th and 26th on the racketeering angle in handling foodstuffs.

• **HOUSE COMMITTEE ON MERCHANT MARINE AND FISHERIES**
The Subcommittee on Alaskan steamship contracts hopes to hold Hearings on the Coast later this year. No dates set yet.

• **HOUSE PUBLIC WORKS COMMITTEE**
This Committee expects to hold Hearings on Rivers and Harbors; Flood Control; Public Buildings; Public Grounds; Soil Erosion, etc. Tentative dates for San Francisco—October 5th, 6th, 7th and 8th.

• **HOUSE ARMED SERVICES COMMITTEE**
Subcommittee on Procurement and Supply, Congressman Jack Z. Anderson, Chairman, will hold Hearings in California. No date set. The Hearings will be on Army and Navy supply systems; utilization of depots; excessive use of land by government, etc.

• **HOUSE COMMITTEE ON AGRICULTURE**
The full Committee expects to hold Hearings in Fresno on the Long-range Agricultural Program, tentatively scheduled for some time in October.

(Continued on page 4, col. 3)

Huge Bay Area Industrial Exposition Set For Next Year

A Bay Area Industrial Exposition, to attract buyers and industrialists from all over the United States and the entire Pacific basin, will be held in San Francisco's Civic Auditorium July 2 to 9, 1948.

Location Of Coast Navy School Marks Victory For The West

Success in efforts to obtain location of a Naval Post Graduate School for the Pacific Coast at Del Monte was declared today by Chalmers G. Graham, chairman, San Francisco Chamber of Commerce Naval Affairs Committee, to mark a great victory for West Coast interests.

• "The interests of naval progress as well as local pride are both served by this action," Graham said.

Much of the work in connection with marshalling facts and arguments to support the logic of locating a Naval School on the Pacific Coast was carried out by Graham's committee and Harold B. Mills, secretary to the Naval Affairs Committee.

Approval of the congressional act creating such a school was given by President Truman recently, thus bringing to completion a campaign which has been under way for several years. United Bay Region action was mobilized in support of the project, and Chambers of Commerce throughout the Bay Area worked together in presenting facts.

The project enjoyed nearly national press support, and the Washington Office of the San Francisco Chamber was particularly active in urging it. Western Representatives of chambers of commerce joined in the movement to push establishment of the Post Graduate School.

• Location of the school at Del Monte brings a tremendous new addition to the area and provides the nation with an additional naval training facility of major importance.

"All those who worked together on this campaign have much reason for satisfaction and should be proud of the successful outcome of their efforts," Graham commented.

San Francisco Big Market For Vending Machine Candy

San Francisco people buy 720,000 candy bars a week through vending machines. So says the August issue of Vend Magazine, automatic merchandising trade journal.

San Francisco is the subject of the magazine's survey of American cities.

• **Announcement** of the Exposition came this week from the San Francisco Junior Chamber of Commerce, sponsors of the event. The twelve counties composing the bay area region will cooperate in demonstrating to local residents and visitors the area's important role in Western industry, as well as to emphasize the possibilities for industrial expansion here.

Large and small industries of every type now operating in the bay area will exhibit at the Exposition. The exhibit will be the first of its kind to be held in this Region.

The Board of Directors of the Bay Area Industrial Exposition announced that the firm of Kriedt & Myers, exposition managers, has been selected to manage the exposition. Partners in the recently formed exposition management firm are Gary Kriedt, formerly assistant manager of the San Francisco Convention & Tourist Bureau, and J. Clarence Myers, former newspaper and radio man who since January 1st has been in the local public relations field.

• The directors of the exposition announced that invitations are being sent to business men throughout the Pacific area and the Orient to attend the exposition. Major industrial associations in the East are being invited to hold their 1948 conventions and sales meetings in San Francisco during the industrial show at the auditorium.

The Bay Area Industrial Exposition will be open to the general public and will be augmented by a spectacular stage entertainment presented by nationally famous artists.

The exposition will be directed by a committee of members of the Junior Chamber of Commerce, which will be organized as a special corporation for this purpose. Frank H. Schoenhein is chairman of the board. Others are: James G. Markel, president; William Ward, vice president; Robert C. Hayes, Roderick H. MacDonald, Oscar H. Fisher, Jr., Joseph Wittenmeier, Herbert Hauser, Prince Hawkins, George Tiegell, Alden Stock, R. Whitney Groo, Jr., Elmer D. Samson, Albert C. Meyer. The advisory board includes Henry B. King, president of the Junior Chamber of Commerce and other board members.

National Retail Merchants Day Suggested by S. F. Chamber

Chamber Continues Drive To Move Surplus Peaches

A surplus of California peaches is behind the campaign sponsored by the Agricultural Department of the San Francisco Chamber of Commerce for all Bay Area housewives to buy peaches for canning. The campaign has been under way for several weeks with good results to date, grocers report.

The surplus is the result of Georgia peaches maturing late and California peaches maturing early, forcing both states to have their peach crop on the market at the same time.

Parr Terminal Was Only Richmond Shipyard Bidder

Parr-Richmond Terminal Corporation was the sole bidder this week when War Assets Administration opened bids on three unsold parcels of property at the former shipyards in Richmond.

The corporation bid \$90,200 for parcel one, the former Enterprise Foundry Company property fronting on Santa Fe channel, totaling 21 acres; \$320,000 for land and buildings and \$73,262.98 for personal property on parcel two, 79 acres which formerly was the main section of shipyard number one; and \$125,000 for land and buildings and \$52,503.15 for personal property on parcel five, 36 acres occupied by the wartime prefabrication plant and storage area.

Fred D. Parr, president of the corporation, who personally attended the bid opening, said he was confident that if the bids were accepted his organization would be able to locate at least five major industries on the sites by the end of 1947.

Two of the bids were lower than bids the corporation made on the same parcels last spring, when three other parcels were sold to the city of Richmond, priority bidder. All of the bids are below the fair values for real property established by WAA, which now must determine whether to accept or reject the new bids or attempt negotiation on more favorable terms.

A suggested national "Retail Merchants Day" has received favorable comment throughout the United States, it was announced this week by D. P. Street, managing director of the Retail Merchants Association of the San Francisco Chamber of Commerce.

● The suggestion went from Street to Retail Merchants Associations throughout the country following a successful "Retail Merchants Day" in San Francisco June 17th. At that time, Lew Hahn, president of the National Retail Dry Goods Association, spoke at a special Chamber of Commerce Luncheon.

Following are excerpts from some of the replies received in answer to the suggested national retail day:

● Hartford Chamber of Commerce—"As we see it, Retail Merchants Day may have interesting possibilities nationally."

● Beaumont Chamber of Commerce—"Your idea is a very good one."

● Springfield Chamber of Commerce—"A move of this nature has a great deal of merit and should satisfactorily win the respect of a great many of our highly organized business centers."

● Taunton Association of Commerce—"... Retail Merchants Day a fine idea ... important to build proper relations between the retailer and the consumer."

● Philadelphia Chamber of Commerce—"Retail Merchants Day fine public relations, and retailers throughout the nation need more of that very thing now than ever in the past."

● Dallas Retail Merchants Association—"... the right step in the right direction."

Redwood Empire Association Discusses Travel Promotion

Stimulation of travel into the Redwood Empire was discussed during an Executive Board meeting of the Redwood Empire Association in San Francisco last week, according to an announcement from George G. Hoberg, president of the Association.

● Plans were made for the extension of promotion operations in Southern California and elsewhere in the nation.

Bay Area Durable Goods Production Shows Big Increase

The San Francisco Bay Area has made significant progress in the production of durable goods, according to the Regional Division of Business Economics of the United States Department of Commerce.

Employment in durable goods plants in San Francisco went up 81.3 per cent from March 1946 to March 1947. In the same year, national employment in durable goods went up only 27.5 per cent.

● The area's most spectacular employment gain in the last year was in tobacco manufacture—a rise of 178 per cent.

Other big Bay Area gains were: electrical goods 150 per cent; furniture 135 per cent; transportation equipment 134 per cent; and machinery 98 per cent. All these gains outran the national upturns by wide margins, the Department of Commerce reported.

Swedish Broadcasters Begin San Francisco Program Series

A series of broadcasts featuring San Franciscans speaking to Sweden was recently launched by the Swedish National Broadcasting Corporation.

● The series features Swedish-Americans who speak via short-wave to Sweden, telling the citizens of that country about San Francisco and the West Coast.

Programs thus far have included a San Francisco rhapsody by Swedish Vice Consul Torsten Brandel, a talk on college life by a Swedish student at the University of California, an economic review of the West Coast and a story of early Swedish-American days in San Francisco.

Polk Street Parking Meters Due September First

Announcement of the installation of parking meters in the Polk Street area scheduled for September 1 brought praise this week from the Traffic and Highway Committee of the San Francisco Chamber of Commerce.

Committee chairman Henry E. North pointed out that the acquisition of parking meters for the Polk Street area was one of the subjects discussed at a recent meeting of the Polk Street Merchants Association with Chamber directors, and staff executives.

At that time, Edward L. Turkington, then chairman of the Traffic and Highway Committee, pledged full support of the Chamber in securing the meters as soon as possible.

"We are well pleased that Polk Street will soon have the meters and the city government is to be congratulated for their work in making this improvement possible," North said.

O. C. Hansen Speaks On World Trade Center Future

O. C. Hansen, vice president of the World Trade Center, Inc., discussed plans for the Center over the Pacific Coast Network of the American Broadcasting Company, Monday, August 18, 9:15 to 9:30 P.M.

● The program was one of the "Report to the People" series broadcast by ABC each Monday.

It was heard locally over Station KGO.

Hansen, one of the originators of the World Trade Center Idea, related the importance of the project to the average Westerner with special emphasis on the practical value and need for such a center.

Hansen is a managing partner of the Frazar-Hansen Company, longtime San Francisco import-export firm and past president of the World Trade Association of the San Francisco Chamber of Commerce.

● The program was arranged by the KGO news and special events department and the radio bureau of the San Francisco Chamber.

Vancouver-San Francisco Direct Flights Now Possible

Newly inaugurated air service from San Francisco to Vancouver, British Columbia, was announced recently by Australian National Airways.

Twice weekly, Australian planes fly directly to and from the Bay Area and Vancouver.

S. B. Pilcher, manager of the local office of Australian National Airways pointed out that the new service means that area business men can fly to Vancouver in four hours.

Japanese Trade Board Established By United States

Establishment of a Japanese Board of Trade was recently announced by the United States Commercial Company, a subsidiary of the Reconstruction Finance Corporation.

All inquiries concerning the purchase of Japanese merchandise should now be sent directly to the Boeki-Cho, (Board of Trade), Imperial Japanese Government, Tokyo, Japan instead of forwarding them to the U. S. Commercial Company.

● The change in procedure does not affect merchandise that has been shipped or is in warehouses. The change also does not apply to contracts now being negotiated.

Purchase of Japanese cotton piece goods will still be handled through U.S.C.C.

● The Japanese Board of Trade will consist of Japanese members sitting in with military government representatives and U.S.C.C. agents to determine the sale of Japanese goods.

Establishment of the Board of Trade is another in a series of moves by the United States government to return Japanese trading to private enterprise as quickly as possible.

Geneva Rate Participants To Present Case In Writing

RFC Decision On Fontana Plant Sent To Committee

The following statement on the rejection by the Reconstruction Finance Corporation of proposed refinancing of the Fontana Steel mill was released this week by Louis B. Lundborg, general manager of the San Francisco Chamber of Commerce.

"The RFC decision not only raises some interesting questions, but makes an interesting counter-proposal. It is being referred immediately to the steel committee of the Western States Council and the steel committee of the San Francisco Chamber for further study and recommendation.

"The principle of getting Western steel at the lowest possible cost is a sound one, and we are interested in any sound method of reaching that objective."

Lundborg, in addition to being general manager of the San Francisco Chamber of Commerce, is president of the Western States Council, an organization composed of chamber of commerce executives from the eleven Western States.

World Trade Classes Set For September

Fall session courses in World Trade, Shipping, and Finance will start September 16 and 17, according to an announcement from the World Trade Department of the San Francisco Chamber of Commerce.

● Classes will be held at the University of California Extension Center (540 Powell Street and 160 Montgomery Street) in San Francisco.

The courses are offered by the University in cooperation with the San Francisco Bay Area World Trade Promotion Committee and the World Trade Department of the San Francisco Chamber.

● Conducted for the most part by men in the Foreign trade business, the classes are designed to give students a practical knowledge of foreign trade operations.

Subjects to be taught include: principles of international trade; ocean transportation; resources, industry and trade of the Far East and Latin America; foreign exchange and exporting.

Parties concerned in hearings before the Interstate Commerce Commission on reduced Geneva steel freight rates are slated to present their arguments in written form, according to word from Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce.

● A pre-hearing conference was held on the matter August 7 in Denver before the ICC.

Rates in question are for steel from Geneva, Utah, to the Pacific Coast. Supporters and opponents of reduced rates are presenting their cases to the government regulatory agency.

● Parties to the reduced rate are five major railroads, and supporting interests include the San Francisco Chamber of Commerce as well as consumers of steel in this area.

Written testimony and exhibits must be submitted to the Interstate Commerce Commission by October 15.

● Protesting are steel companies who must present their evidence on or before November 15.

Actual hearing is slated for San Francisco about December 15. The hearing will be confined to cross-examination and the introduction of rebuttal evidence.

As manager of the Chamber's Transportation Department, Rohde attended the August 7 prehearing conference. He will assist consumer witnesses in preparing their written testimony and will transmit it to other parties with a request that they stipulate it can go into the record without cross examination.

● According to Rohde, if this stipulation can be obtained, it will not be necessary for the consumer witnesses actually to appear at the December 15 hearing.

Rohde points out that the procedure decided upon at the pre-hearing conference is in line with the Administrative Procedure Act and is designed to cut down actual hearing time.

Bay Cruises Scheduled As Year-Round Activity

The three-hour San Francisco Bay cruises will be continued on a year-round basis. It was announced this week by Dan L. Dietrich, general traffic manager for the cruises.

● Popularity of the tours was the reason given for extending the schedule on an all-year basis.

"The San Francisco Bay cruises are bringing the city and harbor much favorable advertising all over the nation," Dietrich said.

● Cruises are conducted on the S. S. Cox, former army transport. The ship departs daily at 10 a.m. and 2 p.m. for trips through the Golden Gate and completely around the harbor.

FOREIGN TRADE TIPS

DOMESTIC TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For details, call World Trade Department, EX-Brook 4-511. Ext. 70 and refer to the Trade Tip's number. Stars indicate that names and addresses of references are on file.

VISITORS

7605 ECUADOR—Dr. Alfonso Mora Bowen, Calle Olmedo No. 641, Apartado 638, Quito, to assist-at-law, offers his services to any individual or firm, to take care of American interests in Ecuador, to attorney American in establishing enterprises there, to register trade marks or secure patents. Write Quito address.

7606 INDIA—Lallan P. Gupta, director of The Indian Textiles Co., Ltd., of Benares, Great Eastern Hotel Arcade, Calcutta, offers hand woven brocades, sarees, scarves, and embroidered evening bags from Benares. Write care National City Bank, 55 Wall St., New York.

7607 WALES—Mr. J. T. Morgan of 26-27 St. Mary Square, Swansea, offers Welsh flannels, tweeds, suitings, blankets, etc., and desires to inspect machines for his shirt factory. Will arrive in S. F. around September 16th to September 18th. Write care World Trade Dept.

EXPORT

7608 AFRICA—J. T. Harper, 98 Hadfield St., Coggeshall, Demerara S. A. wants general consumer goods, including: Christmas cards, cigarette lighters, domestic utensils, preserves, etc. More detailed list on file.

7609 ARGENTINA—Compañia Exportadora Importadora, Latino Americana, calle Pergamino 496, Buenos Aires, wants automobile supplies.

7610 CHINA—Yung Kiu Trading Co., Kind Yun Bldg., 378 Peking Road, Shanghai, wants American leaf tobacco for manufacture of cigarettes. Must be sole agents in China.

7611 CHINA—Hsin Hwa Trading Co., Ltd., 68 Kiro Road, 1st Area, Tientsin, wants Glass Cutter. No. 1, 2 and 3 (diamond only, not steel wheel cutter).

7612 COLOMBIA—Almacén Aca. S. A., Calle 12 No. 9-70, Bogotá wishes Lithopoea.

7613 ECUADOR—Cesar A. Vaca B., P. O. Box 3494, Guayaquil, wants contact with firms producing or exporting conserves, animal or vegetable fat. Interested in importing directly or acting as representative.

7614 HONDURAS—Silverio P. Henriquez Apartado 115, Tegucigalpa, D. C., wants contact with wholesale exporter of all kinds of canned goods, and other articles of grocery business.

7615 HONGKONG—L. Y. Winifred & Co., P. O. Box No. 761 No. 310 Des Voeux Road, Central 1st floor, wants contact with direct supplier of Lamp Sulphur.

7616 HONGKONG—Fing Lee Company, Pedder Bldg., Pedder St. wants printing ink (suitable for tropical climate), cheap quality preferred. Interested in securing sole agency.

7617 INDIA—Eastern Commercial Trading Co., Khetwadi Eighth Lane, Bombay 4, wants budding hardware materials, electrical goods, motor parts and accessories, cycles and accessories, radio receivers and accessories, textile mill sundries, chemicals, paints, machinery and parts, stationery, etc. More detailed list on file.

7618 INDIA—Mehta Parikh & Co., Ahmedabad, Bombay, want all types of general merchandise, mainly textile mill sundries, electrical goods, leather and rubber goods, hardware, glassware and crockery, stationery, toilet goods, automobiles and accessories, lubricating oils, drugs, jewelry, toys, etc. Detailed list on file.

7619 LEBANON—I. Tall, F. & E. Oikim, Rue de l'Argentine, Beyrouth, wishes immediate quotations for American floor, including prices, and details of composition.

7620 MEXICO—Electric Supply, S. A., Hamburg Num. 19, apartado 1903, Mexico, D. F., interested in firms arranging to manufacture their products in Mexico, principally Commercial Refrigeration Companies.

7621 NEW ZEALAND—E. M. Rowan & Co., 344 Queen St., Auckland, wishes textiles (cotton, wool, rayon), hardware and fancy goods, and non-perishable foodstuffs. Desires representation for these and other items.

7622 PALESTINE—Daniel J. Rehaima, P. O. B. 1886 Tel-Aviv, wishes cereal, foodstuffs, animals (feed, flour, rice, sugar, maize, French millet, barley, dried vegetables, etc.). Requests interested firms to submit samples together with offers Cif Palestine.

7623 PALESTINE—A. Shurgursky & Sons, Heita P. O. B. 337, is interested in soldering and welding apparatus, automatic drilling machines, boilers, cast iron fittings, chrome nickel wire, centrifugal pumps, photographic apparatus, electrical instruments, cooking utensils, water heaters, water meters, washing machines, steel pipes, drying apparatus and plant, transformers. More detailed list on file.

7624 SIAM—Teck Kee & Company, 313 Sampeng St., Bangkok, desire producers or exporters to supply general goods: textile yarns and goods, condensed milk, inks and stationery, fuel and lubricating oil, paint brushes, cigarette-papers, batteries, tires, "Hurricane" lamps and mantles, hardware, window glass sheets, etc.

IMPORTS

7625 ARGENTINA—Carlos B. Prelocher, Santiago del Estero 286-3 piso, Buenos Aires, offers fats and packing house products, vegetables, spices, seeds, fibres, oils, dry and salted hides, tanned leather, patent leather, cotton, cheeses, along with other articles.

7626 CYPRUS—The Cyprus Timber Industrial Co., Ltd., Larnaca, offers Cyprus Terra Umber, and Cyprus raw lamb, kid and goatskins. Full details, samples and prices can be secured from G. M. Dimitriou, Shelton Hotel, Lexington Ave., New York.

7627 CZECHOSLOVAKIA—Frantisek Pekz, De-kaoka 1-828, Prague-Nusle, 11, offer textiles, glassware, liquids and mushrooms.

7628 DENMARK—Graubock Textiles, 31, Amager-torv, Copenhagen, offer original hand-printed (screened) materials suitable for dresses, furnishings and dresses for import in large quantities.

7629 DOMINICAN REPUBLIC—Russell F. Mitchell, Marina 10, P. O. Box 277, Ciudad Trujillo, offers Dominican mahogany products, both usable and decorative, including native ebony, mahogany, and oak. Also hand-embroidered, hand-worked babies' and children's dresses, blouses and lingerie, and leather sandals for general beach, house and street wear.

7630 ECUADOR—Luis Baquero Plaza, Loja No. 215, Guayaquil, offers oak, laurel, Ecuadorian redwood and Fernau Sanchez, woods used in the manufacture of furniture, doors and windows, and white woods for molds.

7631 FRENCH INDO-CHINA—Maitre Luthier, 125 Rue Lagrange, Saigon, manufactures musical instruments, including the banjo, Hawaiian guitar, violin, and mandolin.

7632 FRENCH MOROCCO—Brambilla & Cie, 34 Boulevard de la Gare, Casablanca, offers food products, essential oils, cork and leather goods.

7633 HONGKONG—Hang Hing Hong, 97 Bonham Street E. offers the following line of Chinese products: tung oil, lured, teased, sesame oil, cassia bark, oil, ginger, camphor powder, China grass, juice and hemp, duck down, buffalo and cow hides, fire crackers, embroidered oil paper umbrellas, brushes, lead and manganese ores.

7634 INDIA—Oriental Lace Manufacturing Co., Palakol, offer hand-made cotton lace goods with the best Manchester threads.

7635 INDIA—K. Parameswarar Pillai, Padma Cashewnut Factory, Quilon, offer all Malabar Palm Products in general and cashews in particular.

7636 INDIA—Overseas Trade Corporation, Nalkot City, manufacture and offer sporting goods, electroplated, white metal, preservative, and decorative cutlery, and all kinds of floor coverings, woolen carpets, coco door mats and matings, numdams, etc.

A digest of correspondence received from those desiring or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EX-Brook 2-4511, Ext. 56.

D-6778—MR. F. NORELLI, 4 Waverly Place, New York 3, New York, interested in a salesman to handle the Italian brick smoking pipes.

D-6779—IRIKOOL PIPE COMPANY, Jefferson City, Missouri, looking for a distributor for their dry bowl, smoking pipes.

D-6780—WALDRON, BROOKS AND WALDRON, Los Angeles, California, seeking sales representative for their arc welding equipment.

D-6781—WALTON HOSIERY SALES COMPANY, 248 E. Broad Street, Statesville, North Carolina, desire a salesman for their infants, misses, boys and men's hosiery. Would call on retail and chain stores. Commission basis.

D-6782—RANGER MANUFACTURING COMPANY, 111 Summer Street, Boston 10, Massachusetts, looking for a salesman covering California to handle their men's, boys' and juvenile leather jackets.

D-6783—ERVIN P. JELINEK AND COMPANY, 444 N. Plankinton Avenue, Milwaukee 3, Wisconsin, would like to represent local manufacturers and exporters of bar lines in Wisconsin, Iowa and Nebraska. Has showroom space in both Milwaukee and Omaha.

D-6784—ZACHARIAS AND RUHLMAN, 5820 Anita Street, Dallas, Texas, would like to represent local manufacturers in Dallas and surrounding territory.

D-6785—ANCO PRODUCTS, 50 Aleppo Street, Providence 9, Rhode Island, seeking a representative for California for their quilted slippers. Would contact notion buyers of large and small retail stores.

WASHINGTON NOTES

(Continued from page 1)

● HOUSE COMMITTEE ON PUBLIC LANDS

The House Committee on Public Lands, Congressman Richard J. Welch of San Francisco, Chairman, is going to make a thorough investigation of the entire Central Valley Project and their inspection itinerary is as follows:

Redding	September 20
Sacramento	September 22
San Francisco	September 23, 24, 25
Bakersfield	September 27
Los Angeles	September 28, 29, 30

7637 JAPAN—Sumitomo & Co., 39 Houshachi 5 Chome, Omatsuo, Higashinari-ku, Osaka, offers gene pictures and other Japanese art objects to curio shops in S. F.

7638 MEXICO—Ing. Ricardo Rodriguez Muñoz-M, A. Edificio Ford-Depto. 3, Eric 29-60, Durango, Dgo, offers soft-wood settled tar oil of turpentine and pitch.

7639 MEXICO—Citratos Huasteca, S. de R. L. de C. V., apartado No. 2620, offer steam-cooked lime juice packed in barrels.

7640 NETHERLANDS—A client of the Amsterdam Bank N. V., Amsterdam, offers good modern paintings in the popular price class (no mass production) for auction companies.

7641 NETHERLANDS—Messrs. van Delden & Meens Trading Co., Haghe, wish to sell products of Oriental Art: Balinese carved wood work, wicker work, etc., and industrial art objects from the Netherlands Indies, Indo-China and Ceylon.

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Bay Region Business

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Number 35

NOTES from the Chamber's WASHINGTON OFFICE

FEDERAL PROPERTY TAXATION

A tax problem of the greatest importance, not alone to San Francisco but to California and the rest of the Nation, will receive added attention during the week at the Annual Meeting of the National Association of State Chambers of Commerce convening in Williamsburg, Virginia, August 24th and 25th. That problem is in connection with the increasing Federal ownership of land, thereby removing properties from the tax rolls and increasing the tax burden on privately owned property.

NO ESTIMATES AVAILABLE

No recent estimates are available. However, in a report filed by the Federal Real Estate Board covering the year ending June 30, 1937, it was estimated that the taxes on Federal properties based on fair market values and at local rates would approximate 90 million dollars. California's share would have been 6 million 400 thousand plus.

COMMITTEE STUDY

Committees of Congress are currently engaged in studying the problem. It is hoped that a series of recommendations will come out of next week's meeting which will assist in solving this aggravating problem.

The Manager of the Washington Office of the San Francisco Chamber will participate in the Conference at Williamsburg.

City Exhibit Featured at State Fair; Official Opening is Today

The City and County of San Francisco will have its own exhibit at the California State Fair this year, it has been revealed by Thomas A. Brooks, San Francisco Chief Administrative Officer.

Another Fish Story!

The salmon are running these days . . . and if you don't think so, please check with the San Francisco Chamber of Commerce.

● The Chamber, a source for information on most any subject, last week added a fish story to its files.

The fish information was gained first hand by three staff members of the Chamber and an Australian general who set forth last Saturday at 4:15 a.m. from a pier at Fisherman's Wharf.

Kenneth R. MacDonald, manager of the Chamber's Aviation Department; Alvin C. Eichholz, manager of the World Trade Department; John Ek, manager of the Membership Department, accompanied by the Australian Consul General, Lt. General Edward Kenneth Smart, set forth in the good ship SNAFU. (Any similarity between the name of the ship and the passengers was purely coincidental.)

Arriving off Stinson Beach, the salmon seekers began a fishing session that lasted until 5:00 p.m.

Disproving the theory that office workers (1) can't get up that early and (2) can't catch fish, MacDonald caught a nine, a 15 and a 36 pound salmon; Eichholz reeled in a 25 and a 12 pound salmon; the general landed a 12 pound salmon and Ek brought home the bacon with an eight, a 12, a 24, a 36, and a 45 pound salmon.

The total score came to 234 pounds of fish . . . and the boys have pictures to prove it!

The S.S. SNAFU is being readied for another trip a few weeks hence. The line is forming to the right with Chamber President Carl J. Eastman and Vice-President George C. Tenney heading the list.

Aviation Directory

All sections of the Aviation Directory have been completed and are ready for distribution.

● Copies of the directory, which covers aviation and related activities in the San Francisco Bay Area and California, can be obtained from the Aviation Department, San Francisco Chamber of Commerce, 333 Pine Street.

● The Fair, which opens today, will run through Sunday, September 7.

Theme of the exhibit, which will be on the main floor of the Counties Building, is "San Francisco Serves California."

Mechanical features include a two-way magic mirror and panel of buttons which, when pressed, bring into view various dioramas representing services San Francisco renders to agriculture, such as finance, processing, transportation. A number of blowups around the walls picture additional services the city renders to rural California. A circulating fountain with colored lights and flowers stands at the entrance to the exhibit.

Plans for the exhibit were made and directed by the Regional Service Committee of the City and County of San Francisco, of which Brooks is chairman.

Sunset Magazine Again Printed on Pacific Coast

Sunset Magazine is once more 100 per cent printed in the West, it was revealed this week by Publisher Lawrence W. Lane.

● For the past ten years the magazine has been printed in the east to secure adequate press facilities to take care of its circulation.

Henceforth the three editions of the publication will be printed in the new plant of Pacific Press, Inc., Los Angeles. However, all composition, engraving and electrotyping for Sunset will continue to be done in San Francisco, where the magazine maintains its editorial and executive offices.

Senator Cain Visits S. F.

United States Senator Harry P. Cain of Tacoma, Washington, was a San Francisco visitor last week.

During his stay Senator Cain discussed with San Francisco Chamber members matters of national significance to the Pacific Coast states.

● A former mayor of Tacoma, Senator Cain was active in the campaign to get lower-priced steel for the West.

Broadcasters Cooperating on Programs on Youth Problems

Problems of juvenile crime in San Francisco are currently being broadcast over seven Bay Area radio stations.

● **Titled.** "This Is Our Will, Our Testament," the series is a cooperative radio project of the stations in the area.

The program, heard each Saturday at 9:30 p.m., will feature the causes of juvenile crime, correction of the offenders and the work being done by public and private agencies in the prevention of juvenile crime.

Stations KPO, KFRC, KYA, KSAN, KLN and KROW are carrying the series.

The program for August 30, dealing with the causes of juvenile crime, will feature interviews with youths in detention homes, parents, police officials and district youth workers.

The series is written by KPO producer, Dick Bertrandias.

California Bean Dealers Meeting Today

The California Bean Dealers Association will open its annual meeting at Santa Maria today, according to an announcement by George E. Croke, Association president.

● **The two-day session** will be highlighted by a dinner tonight given by the warehousemen for the bean dealers.

Alex von Hafften, manager, Agricultural Bureau, San Francisco Chamber of Commerce, is secretary of the Association.

Walter Rohde Appointed to State Transportation Group

Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce, has been appointed a member of the Statewide Transportation Committee of the California State Chamber of Commerce by Chamber President Harry A. Mitchell.

Major activities of the committee will include encouragement of governmental policies favorable to private ownership and operation of the American Merchant Marine, rail, motor and air transportation industries, and work toward furthering California's potentialities as a great air transportation center.

Report of Port's 1946 Foreign Trade Released in Booklet

Release of a report of 1946 foreign trade through San Francisco Customs District was announced this week by the San Francisco Chamber of Commerce.

● **The report** lists the dollar value of exports for the year, including those from U. S. possessions, at \$407,965,115, and the dollar value of imports including the possessions, at \$201,065,977.

Seminar Held on Taft-Hartley Act

"Operating Under the Taft-Hartley Act" was the subject of a five-session seminar held recently by the Commerce and Industry Association of New York, Incorporated.

● **Fifteen industrial relations specialists** interpreted the Act and answered questions. More than 1,000 firms from twelve states were represented in the audience, according to Thomas Jefferson Miley, Association secretary.

A transcript of the complete seminar proceedings has been printed and copies are being made available to members

in terms of dollar value, the leading export country was China with exports valued at \$43,845,682.

Brazil led the dollar value import list with \$15,405,113 worth of imports.

The report, compiled by the Board of State Harbor Commissioners, has been made available in booklet form. It includes tables summarizing exports and imports by commodities, by trade routes and by countries.

Copies can be obtained in the Chamber's World Trade Department, 333 Pine Street; or at the Board of State Harbor Commissioners, Ferry Building.

of Chambers of Commerce at \$5.00 a copy or three copies for \$10.00. They may be obtained by writing to Miley at Association headquarters, 233 Broadway, New York 7.

S. F. Retail Store Sales Up 9 Per Cent for First Half 1947

Independent retail store sales in San Francisco during the first half of 1947 were 9.0 per cent above the same period last year, according to the Chamber's Research Department whose study is based on a report of the U. S. Bureau of the Census.

● **Sales in Alameda** were reported up 16 per cent; Oakland 14 per cent, Palo Alto 24 per cent and San Jose 21 per cent.

SALES BY KINDS OF STORES

Kind of Business—	Percentage Change in Sales		
	6 Mo. 1947 from 6 Mo. 1946	June 1947 from June 1946	June 1947 from May 1947
	6 Mo. 1946	June 1946	May 1947
TOTAL	9	1	-8
Food Group	11	8	-10
Grocery and combination stores	12	7	-9
Grocery stores (without fresh meats)	13	7	-9
Combination stores (groceries, meats)	10	7	-9
Meat markets	43	43	-19
Fruit Stores and Vegetable Markets	3	-2	-1
Bakeries, caterers	8	-6	-8
Delicatessen stores	12	9	-10
Bating and Drinking Places	-7	6	-5
Restaurants, cafeterias, lunchrooms	-4	-2	-1
Lunch counter, refreshment food stands	-14	-28	22
Drinking places with meals	-8	-4	-11
Drinking places without meals	-13	8	-8
General Merchandise Group	4	-5	-6
Department stores	-2	-15	10
Apparel Group	6	1	-5
Men's, boys' clothing and furniture stores	0	-13	-8
Family clothing stores	8	-20	-14
Women's ready-to-wear stores	-11	-12	-27
Women's accessories stores	-1	-10	-2
Shoe stores	-1	-16	20
Custom tailors	21	7	-29
Furniture-Household-Radio Group	14	-17	-37
Furniture stores	51	30	2
Radio-household appliance dealers	21	7	-11
Lumber-Building-Hardware Group	23	11	-10
Lumber-building materials dealers	16	-2	-15
Hardware stores	71	81	-4
Automotive Group	93	110	-2
Motor-vehicle dealers	14	15	-1
Accessory, tire, battery dealers	14	15	-1
Filling Stations	16	22	-5
Drug Stores	-17	1	-1
Liquor Stores (packaged goods)	1	27	-8
Cigar Stores, Cigar Stands	21	1	-15
Jewelry Stores	-10	1	-6
Florists	13	3	-6
Miscellaneous			

Parcel One of Richmond Yards Sold to Parr Terminal

Sale of a 21-acre tract of the Richmond shipyards to Parr-Richmond Terminal Corporation was announced this week by the War Assets Administration.

● The tract, known as Parcel One, was the former Enterprise Foundry Company property.

Sale price, as reported by the WAA, was \$90,200. The price included land and buildings only, without machinery or other personal property.

The Parr Company was the only bidder when offers were received August 15.

Western Market Gains 3,280,000 Residents

More than 3,280,000 resident civilians have been added to the Pacific Coast market since 1940, it was revealed in an analysis by the Research Department of the San Francisco Chamber of Commerce.

● This is an increase of 33.9 per cent, according to the study, which was based on figures compiled by the U. S. Bureau of the Census.

As of July 1, 1946, the civilian population of the three Pacific Coast states amounted to 12,958,718, accounting for 9.36 per cent of the nation's civilian population. The total population, including the military population stationed in this market area, amounted to 13,257,443, excluding Armed Forces overseas. This was 9.48 per cent of the total population of the United States.

Living in the eleven Western States on July 1, 1946, were 17,162,026 civilian residents or 12.4 per cent of the nation's total civilian population. This was an increase of 3,338,429 civilian residents or 24.2 per cent since 1940. Including the military residents, the total resident population in the West amounted to 17,532,746 and accounted for 12.53 per cent of the nation's total population, excluding Armed Forces overseas.

The Western States accounted for almost one-half of the entire 6,992,489 increase in civilian population of the nation since 1940. California accounted for 36 per cent or better than one-third of the nation's total increase during this period.

PARKING METERS INSTALLED



Left to right: D. P. Street, managing director, Retail Merchants Association, San Francisco Chamber of Commerce; Jack Seligman, president, Polk-Van Ness-Larkin Merchants Association; George C. Tunney, Chamber vice president; and Mayor Roger D. Lapham. Occasion was the installation of parking meters on Polk Street.

West Coast Wholesale Sales Up 20 Per Cent

Dollar sales of merchant wholesalers on the Pacific Coast for the first half of 1947 were 20 per cent above the same period last year, according to a study made by the Research Department of the San Francisco Chamber of Commerce.

● The study, which was based on a report of the U. S. Bureau of the Census, reveals an increase of 24 per cent in the nation.

Sales by kinds of business were as follows:

SALES BY KINDS OF BUSINESS

	Percentage Change in Sales		
	6 Mo. 1947 from 6 Mo. 1946	June 1947 from June 1946	June 1947 from May 1947
Pacific	29	119	4
Automotive supplies	15	5	-3
Clothing and Furnishings, except Shoes	-10	-27	-24
Shoes and Other Footwear	35	83	13
Drugs and Sundries (liquor excluded)	0	4	4
Dry Goods	21	12	13
Full-line Electrical	109	108	7
Elec. Wiring Supplies, Construction Materials Distributors	19	2	2
Electrical Appliances and Specialties	53	53	0
Fresh Fruits and Vegetables	9	-22	-13
Furniture and House Furnishings	51	127	7
Groceries	2	19	16
General Hardware	7	6	-5
Industrial Supplies	4	-12	4
Plumbing and Heating Supplies	52	45	9
Jewelry	-17	-21	-10
Lumber and Building Materials	49	45	-1
Machinery, Equipment, and Supplies except Electrical	27	-7	-19
Metals	15	1	3
Tobacco Products	-3	3	-8
Leather and Shoe Findings	0	-18	-8

July Industrial Expansion . . .

—By the Chamber's Industrial Department

July industrial development in the Bay Region and Northern California soared to a new monthly record for 1947, according to tabulations by the San Francisco Chamber's Industrial Department.

• **Thirty-seven new factories** to cost \$9,974,125 and 27 expansions of existing plants to cost \$12,856,000, a grand total of 64 projects to aggregate \$22,830,000, was recorded for Northern California. The Bay Region (12 counties) will account for 30 of the new plants at \$8,721,500 and 25 expansions at \$12,646,000, or 55 projects to cost \$21,367,500. San Francisco county and city show 12 new factories to cost \$348,500 and 16 expansions with outlays to reach \$1,398,000, a total of 28 projects aggregating \$1,746,500, and creating 273 new jobs.

Industrial developments for the first seven months of 1947 summarize as follows:

Northern California (48 counties)		
222 expansion	\$40,429,300	
337 new plants	46,719,325	
559 projects	\$87,148,625	
Bay Region (12 counties)		
267 expansion	\$37,529,000	
80 new plants	34,875,400	
445 projects	\$72,405,200	
San Francisco		
56 expansions	\$7,278,000	1941 jobs
70 new plants	2,079,500	319 jobs
126 projects	\$9,357,500	2458 jobs

Some of the important Bay Region projects for July are:

• **Westinghouse Electric Corporation** disclosed million-dollar expansion investments in the Bay Region. San Francisco is this company's Pacific Coast headquarters.

• **J. L. Stuart Company**, San Francisco, purchased 31,625 square foot building on NW corner of Edley and Buchanan Streets. Re-modelled structure will house company's architectural engineering and display building departments. Expansion will create 30 jobs.

• **Lehmann Printing and Lithography Company**, San Francisco, purchased five adjoining buildings and four-story warehouse at 530 Seelye Street. Expansion represents \$750,000 in buildings and new equipment and will create up to 100 jobs.

• **Columbia Electric Manufacturing Company**, San Francisco, purchased 12,000 square feet between Stewart and Embarcadero. Will make extensive alterations and purchase equipment to double production of electric switchboards and associated products. Expansion to cost \$100,000 and create 25 new jobs.

• **Ross Industries, Inc.**, 3776 24th Street, San Francisco, is a new firm occupying \$60,000 plant producing a new frozen confection known as "Banana Crunch." Employ 18.

• **Salem Glove Shoe Division** of Oakland Shoe Company, Belleville, Illinois, purchased 2½ acre site at Campbell, Santa Clara County, for a \$50,000 shoe assembly plant. Will provide employment for 50.

• **Chrysler Corporation**, San Leandro, Alameda County, plans construction of \$7,500,000 plant on 6½ acres to produce Dodge passenger cars and trucks. Will employ 1,500 persons at beginning.

• **Apex Venetian Blind Company**, Bradley, Santa Clara County, will erect over \$50,000 plant at 2542 W. San Carlos. Will create 10 new jobs.

• **The Lechner Company**, Alameda, established a new branch plant at the foot of Stanford Street for scrapping of surplus ships.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested that investigation be made in each instance. For details (all World Trade Department, ENbrook 2-4511, Ext. 70 and refer to the Trade Tip's number. Start indicate that names and addresses of references are on file.

IMPORTS

7642 PERU—Dr. F. Garibaldi, P. O. Box 164, Lima, offers silver tea and coffee services, complete silver tableware services, candlesticks and silver ornamental items, and silver sports sets and trophies, the work of European artists now acting in Peru.

7643 PHILIPPINES—Sta. Catalina Lumber Company, Manila, offers veneer or peeler logs. Prices and conditions of sales may be fully discussed with Senator Olegario B. Clarin of the Congress of the Philippines, president of the company.

7644 PORTUGAL—Sociedade Imperio Portugues, Lda., Rua das Barras, 16, Lisboa, offers cork (corkwood, vigneron, artistic cork articles, etc.) flippers in gold and silver, canned and salted fish, port wine, brandies and vermouth, crockery, regional glassware, window glass, timbers and plywood, fish oils, etc.

7645 PORTUGAL—Artur Edgar Rebelo, Rua da Cantaria, 165-B, Bencal, Madeira Island, offers flowers.

7646 PORTUGAL—Multilup, Rua de S. Mamede ao Caldas, 22-11, Lisboa, offers embroideries.

7647 PORTUGAL—Agencia Comercial Acoarea, Horta, Fayal, Azores, offers fish oil and amber.

EXPORT—IMPORT

7648 DENMARK—Fabriken Flava a/s, Postkonti 22110, Dorsgade 31, Copenhagen, offer glazed cherries, called "bigareaux," and candied peels produced from Danish fruits. Interested in representing a firm or agency. Want to buy American novelties in the chemical line for consumption and in the chemical technical lines.

7649—R.I.E.N., Via L. Ariosto, 6, Milan, exports-imports jewels, crystal wares and murano glasses wares, wooden, metal and gum, toys, gift articles, clothing, and articles placed upon pieces of furniture. Interested in acting as representatives.

7650 JAPAN—M. Fuita & Company, 110 Nana-chome, Okusawa-cho, Otaru, Hokkaido, offer goods made from "Combu," (kind of Laminaria kelp) and other marine products used for Japanese cooking, medicine tablets for Americans, feeding meal for hens, fish meals, and canned herring. Want paint, building materials, automobile motors and parts, stationery, and general merchandise.

7651 MEXICO—Importadora y Exportadora de Nogaes, S. de R. L., Nogaes, Sonora, offer Mexican articles in general. Want to be representatives for firms selling goods of American origin, including groceries, etc.

7652 PHILIPPINES—Keystone Hardware Co. no. 565-570 Magallanes St., Cebu City, wants automotive and truck spare parts, electrical supplies, hardware, office equipment, radios, bicycles, machinery (marine and stationary) and other allied lines. Offer Philippine Copra for manufacturers of oil, margarine and soap.

REPRESENTATION

7653 AFRICA—L.H.C. Corporation, 754 Stratford Bldg., St. George's Street, Capetown, wants to represent manufacturers as sole agency in South Africa, Southern Africa, and the Rhodesias.

7654 CANADA—Dietrich Collins, 890 S.W. Marine Drive, Vancouver, B.C., seeks to represent general machinery dealers catering primarily to the construction, sawmill, logging and mining trades, distributing to the British Columbia and western Canada market.

7655 CHINA—Great China Trading Corporation, 40 Ningbo Road, Room 312, Shanghai, desire to represent as sole agents in China, manufacturers of light and heavy chemicals, dyes, steel construction goods, and metals and their products.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation, they are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, ENbrook 2-4511, Ext. 36.

D-6771—DUAL-FLAME COMPANY, Lima, Ohio, seeking a distributor for their oil burner unit that heats the house and hot water at the same time.

D-6772—MAJESTIC LAMP MANUFACTURING CORPORATION, 41 West 24th Street, New York 10, New York, looking for a sales representative to handle their modern and colonial brass table lamps in California.

D-6773—MIDWEST ELECTRICAL SUPPLY COMPANY, 6740 Olive Street Road, St. Louis, Missouri, seeking additional electrical lines for local manufacturers. Would like to act in jobbing capacity in the St. Louis area.

D-6774—MR. W. H. NORTON, Ivy Hall, Calvert, Texas, would like to represent local manufacturers of women's apparel in the state of Texas. Has automobile available for travel.

D-6775—MR. R. GERSTEN, 18 Vassar Street, Rochester 7, New York, is seeking general lines of local manufacturers for representation in Rochester and vicinity. For additional information, call Global America, Inc., 25 Taylor Street, San Francisco—TU 5-2065.

D-6776—KESSLER BROTHERS, 739 Market Street, San Francisco, GA 1-7554, have national brands of candy and confection lines for domestic and export accounts. Seeking a specialty salesman as manufacturer's representative calling on the retail trade in California. Commission basis and exclusive representation.

D-6777—BEDE ELECTRICAL INSTRUMENT COMPANY, INC., Penacook, New Hampshire, desire a representative for their instruments in this area.

D-6778—CHICAGO MANUFACTURING & DISTRIBUTING COMPANY, 1928 West 40th Street, Chicago 9, Illinois, seeking representative for products covering the foundry industry, mines, quarries, welding, machine tool, heavy manufacturing, railroad, state highways, cities, towns and municipalities.

D-6787—APPLEMAN ART GLASS WORKS, North Hackensack, New Jersey, looking for a distributor selling direct to the building contractor for their glass building block.

D-6788—TINY TAYLORS, INC., 116 West 34th Street, New York 18, New York, desire a salesman for their knitted infants and childrens polo shirts, creepers, two-piece cardigans and pyjamas.

D-6789—SPECIALTY LEATHER GOODS COMPANY, INC., 652 Broadway, New York 12, New York, seeking a manufacturer's representative or agent for their leather billfolds. Commission basis.

D-6790—MR. WM. RUFFER, 410 U. S. National Bank Building, Denver 2, Colorado, would like to represent local manufacturers in Colorado and neighboring states.

7656 COLOMBIA—T. Montanez M., Apartado Aereo 558, Bucaramanga, wants to represent fish and fruit packer on a commission basis. Will accept representation in entire country, particularly in territory of "Los Dos Santanderes."

7657 ECADOR—Equez y Selvis, calle Veneguelo 100, Quito, wants to represent firms dealing in fish and fruits.

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Bay Region Business

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Volume 4

Thursday, September 4, 1947

Number 36

General Business Activity

Thumb Nail Sketch: by the Research Department

● TREND

General business activity in San Francisco in July, reflecting the usual seasonal trend, was slightly below the preceding month but 4 per cent above July, last year, and attained the highest July level on record. Our July Index of Business Activity was 213.7, compared to 220.3 in June and 205.4 last July.

● CONSTRUCTION AND REAL ESTATE

San Francisco July building permits, amounting to \$4,307,794, were 79 per cent above a year ago and included \$1,842,638 for new residential construction providing for 236 dwelling units; and \$1,831,500 for new non-residential construction, largely accounted for by a printing plant, an office building for the American Red Cross, a gymnasium for the City Recreation Department and a sub-station for PG&E, all of which totaled \$1,620,800. Additions, alterations and repairs accounted for 487 permits amounting to \$633,560, which was under the monthly average for the first seven months. July real estate sales numbered 1,624 and amounted to \$19,887,534 and were exceeded this year only by the May sales and were above the monthly average for the seven months' period.

● FINANCE

Financial transactions measured by bank debits in San Francisco in July amounted to \$2,036,403,000 were 7.5 per cent above July, last year, July postal receipts of \$1,802,593 were 5.1 per cent below last July. Market value of July transactions on the San Francisco Stock Exchange amounted to \$14,739,717 and was 4.2 per cent above a year ago; the number of transactions, however, was off 7.4 per cent. July commercial failures reported in San Francisco numbered six, with liabilities \$653,264 and assets \$332,112. Two of the large failures had been allied with war activities, and one with liabilities of \$212,000 was attributed to a real estate operator.

● RETAIL TRADE

July department store retail sales in San Francisco made a slight increase of 1 per cent, compared to 3 per cent in the Metropolitan Area, Northern California and the State, and 2 per cent in Southern California and the Twelfth Federal District. Best gains in the district, compared to last July, were re-

ported in the Glendale-Pasadena area with 22 per cent, and San Jose with 9 per cent, while the softest spots were in the Vallejo-Napa area, off 20 per cent, and Ogden, Utah, and Boise-Nampa, Idaho, sections off 15 per cent. Apparel stores sales in San Francisco were off 9 per cent in July and 4 per cent for the seven months' cumulative, compared to 3 per cent in the Twelfth Federal Reserve District during July, and no change for the cumulative period.

Independent retail store sales for June, the latest U. S. Census figures available, showed total dollar sales up 1 per cent; food group up 8 per cent; lumber-building-hardware 7 per cent; automotive 81 per cent; filiole stations 15 per cent; drug stores 25 per cent; and florists 1 per cent. Groups reported lower were general merchandise off 5 per cent; apparel 15 per cent; furniture-household-radio 7 per cent and jewelry 27 per cent.

● WHOLESALE TRADE

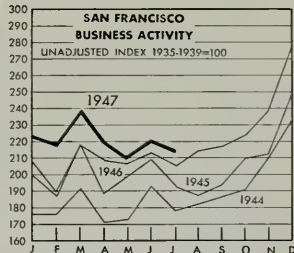
Pacific Coast Wholesalers' sales for the 6-month period of 1947, compared to the same period last year, based on latest U. S. Census reports, were up 20 per cent; electrical goods, full line, led the gain with 109 per cent; electrical appliances 88 per cent, and furniture and house furnishings 54 per cent. Grocery sales were up only 2 per cent.

● EMPLOYMENT

Total unemployment insurance claims in San Francisco for week ending July 31 dropped to 19,920, compared to 24,868 at the beginning of the month. Compensable claims dropped to 10,667 from 14,110 and Veterans' claims to 5,967 from 7,119 during the same period. There were 411 unemployment insurance exhausts during that week. San Francisco ratio to the State total on July 31 for total claims were 8.28 per cent; compensable claims 8.38 per cent; veterans' claims 7.94 per cent; unemployment insurance exhausts 7.71 per cent. All were below San Francisco's population ratio to the State of 8.62 per cent.

● TRANSPORTATION

Freight car movements in the San Francisco-Oakland switching limits during July totaled 50,727 compared to 52,449 last July; the seven months' cumulative amounted to 359,320 compared to 338,940 last year. The Bay Area's July ship arrivals numbered 304 compared to 238 last July, and departures reached 300 compared to 219 a year ago. The seven months' cumulative of ship arrivals was 23.7 per cent above the same period last year and departures 27 per cent.



● MANUFACTURING INDUSTRIES

Production workers in manufacturing industries in the San Francisco-Oakland area in July, according to the State Department of Industrial Relations, totaled 122,900 of which 58,300 were in the durable and 64,600 in the non-durable group. Employment in this field for the seven months' averaged 17.2 per cent above last year. July payrolls were up 12 per cent compared to last July and the seven months' cumulative up 30.8 per cent compared to the same period last year. Average weekly earnings in July amounted to \$58.11 compared to \$57.24 in June and \$50.83 in July, last year. Average hourly earnings amounted to \$1.485 compared to \$1.473 in June and \$1.321 last July. Average hours worked per week in July were 39.1 compared to 38.8 in June and 38.5 last July.

July new industries and expansions in the Bay Area established a new 1947 monthly high with 55 projects to cost \$21,367,500. Our Industrial Department announced 30 new plants to cost \$8,721,500 and 25 expansions with outlays of \$12,646,000 bringing the seven months' cumulative for the Bay Area to 269 new plants at cost of \$34,875,400 and 176 expansions costing \$37,529,800 or a total of 445 projects with outlays of \$72,405,200.

● LIVING COSTS

Living costs in San Francisco for the first half of the year were up 18.8 per cent compared to the same period last year. Food costs rose 32.4 per cent; apparel 18.8 per cent; house furnishings 16.4 per cent; miscellaneous 9.3 per cent and rent 0.4 per cent. Only gas and electricity costs were lower, averaging 10.4 per cent below the same period last year. The U. S. Department of Labor index of Cost of Living in San Francisco for June was 159.3 compared to 160.7 in May and 161.4 in April, and made the third consecutive month in which a decline was reported, attributed chiefly to lower food and apparel costs.

Survey of Business Conditions in San Francisco

July 1947

BRANCH OF ACTIVITY	JULY 1947	JULY 1946	PER CENT CHANGE	7 MONTHS 1947	7 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY S. F. C. of C. Index 1935-39 Avg.=100.....	213.7	205.4	4.0	220.5	206.9	6.6
CONSTRUCTION PERMITS						
Total.....(number)	720	591	21.8	4,708	4,983	-5.5
.....(value)	4,307,794	2,406,206	79.0	24,552,151	28,057,929	-12.5
Residential, New.....(number)	206	169	21.9	1,402	1,621	-13.5
.....(value)	1,842,750	1,145,750	60.8	12,164,074	10,591,794	14.1
Dwelling Units.....(number)	256	222	15.3	1,637	1,916	-13.5
Single Family Dwellings, New.....(number)	180	131	37.4	1,244	1,361	-8.6
.....(value)	1,400,638	706,450	98.3	9,525,371	7,634,494	24.8
Non-Residential, New.....(number)	27	7	285.7	145	117	24.4
.....(value)	1,831,500	78,450	17.3	5,220,022	9,456,507	-44.8
Additions, Alterations and Repairs.....(number)	487	415	17.3	3,161	3,165	-0.1
.....(value)	635,636	1,182,006	-46.4	7,168,058	8,009,628	-10.5
REAL ESTATE						
Sales.....(number)	1,624	1,903	-14.7	11,024	13,536	-18.6
.....(value)	19,887,534	24,829,271	-19.9	133,545,657	167,749,488	-20.4
Mortgages and Deeds of Trust.....(number)	1,646	1,695	-4.9	11,552	11,445	-0.8
.....(amount)	15,406,266	15,115,719	1.9	104,194,476	115,389,605	-9.7
RETAIL DEPARTMENT STORE SALES San Francisco.....(index)	21*	220	-1.4	229	224	2.2
FINANCE						
Bank Deposits.....(\$000)	2,036,403	1,894,811	7.5	14,260,176	13,069,251	9.1
Bank Clearings.....(\$000)	1,596,816	1,543,766	3.4	10,977,812	10,108,599	8.6
Postal Receipts.....(\$)	1,802,593	1,898,599	-5.1	12,047,674	13,776,750	-12.6
San Francisco Stock Exchange.....(no. shares traded)	969,867	1,047,546	-9.4	6,621,798	9,874,331	-32.9
.....(market value)	14,739,717	14,150,405	4.2	95,052,234	147,870,881	-35.7
COMMERCIAL FAILURES(number)	6	2	200.0	29	14	107.1
Liabilities.....(\$)	655,264	17,377	1,367.7	1,136,716	225,041	405.1
Assets.....(\$)	332,112	620	186.8	561,487	189,991	195.5
EMPLOYMENT & PAYROLLS—Bay Area (5 Co's.) (a)						
Employment.....(index)	146.8	1,501	-3.2	143.8	122.7	17.2
Payrolls.....(index)	273.2	244.0	12.0	259.5	198.4	30.8
NON-MFG. INDUSTRIES—(5 Co's.) (a)						
Laundrying, Cleaning, Dyeing.....(payroll)	170.4	173.4	-1.7	169.5	169.2	0.2
Wholesale Trade.....(payroll)	203.5	172.5	15.9	202.6	214.4	-2.4
Retail Trade.....(payroll)	200.3	174.6	14.7	197.3	163.6	20.6
Hotels.....(payroll)	244.2	238.1	2.6	242.7	227.9	6.6
PLACEMENTS IN SAN FRANCISCO—C.S.E.S.(total)	3,594	3,710	-3.1	24,036	27,779	-13.4
Industrial Placements.....(number)	2,854	2,994	-5.0	17,094	21,094	-18.3
Commercial.....(number)	240	1,116	-33.7	6,468	6,685	-3.3
TRANSPORTATION						
Freight Car Movements.....(number)	21,167	23,411	-9.6	160,002	159,083	0.6
San Francisco Airport Traffic.....(no. planes)	5,722(h)	4,663(i)	22.7	29,262(i)	25,203(k)	16.1
.....(no. passengers)	93,000(h)	80,829(i)	15.1	417,054(i)	367,454(k)	13.5
Express Shipments—Rail.....(number)	261,076	501,712	-27.5	1,961,875	2,687,725	-27.0
.....(value)	19,368	16,368	16.0	129,151	118,715	8.8
Air Mail Loaded.....(pounds)	560,255(h)	431,817(i)	29.7	2,954,319(i)	3,884,417(k)	-24.0
WORLD TRADE						
Vessel Arrivals with Cargo.....(number)	304	238	27.2	2,180	1,763	23.7
.....(net registered tons)	1,425,155	1,058,163	34.7	9,971,220	7,705,420	29.4
Vessel Departures with Cargo.....(number)	300	219	37.0	2,258	1,778	27.0
.....(net registered tons)	1,373,221	968,090	41.8	10,098,978	7,640,878	32.2
Eggs.....(millions of pounds)	27.7(d)	35.9(e)	-18.2	121.0(g)	121.0(g)	35.3
Exports—Value.....(millions of pounds)	408.3(d)	518.2(e)	-21.2	2,368.9(f)	2,248.4(g)	5.4
Imports—Value.....(millions of dollars)	9.4(d)	6.5(e)	44.6	78.6(f)	33.4(g)	135.3
Quantity.....(millions of pounds)	60.6(d)	55.8(e)	8.6	357.1(f)	368.0(g)	55.2
UTILITIES						
Electric Energy Sales Index.....(k.w.hrs.)	179	169	5.9	196	183	7.1
Industrial and Commercial Gas Sales.....(cu.ft.)	1,013,456,300	1,001,444,100	1.2	7,937,245,700	7,510,164,300	5.7
Power Consumers.....(net gain)	242	295	-18.0	1,916	1,369	40.0
NEW DEVELOPMENTS						
Tourist and Retail Inquiries.....(number)	670	554	20.9	4,019	2,351	72.4
Bay Bridge Vehicle Crossings.....(number)	2,194,781	2,202,366	-0.4	14,845,065	14,868,595	-0.2
Golden Gate Bridge Vehicle Crossings.....(number)	789,161	714,537	10.4	4,301,019	4,064,097	8.0
DAIRY RECEIPTS, FRUITS & VEGETABLES						
Butter.....(pounds)	3,072,621	3,796,807	-19.1	18,932,447	8,591,831	20.8
Cheese.....(pounds)	1,576,405	1,515,019	19.8	10,177,016	664,530	12.0
Eggs.....(cases)	102,376	104,870	-2.4	743,789	10,494,540	-70.5
Poultry, Dressed.....(pounds)	1,364,554	1,612,270	-15.4	10,444,893	13,602	13.602
Fruits and Vegetables.....(carlots)	389	389	0.0	1,237,928	1,447,928	-14.5
LIVESTOCK SLAUGHTER (b)(total)	197,564	203,064	-3.2	290,006	293,266	-1.1
Cattle.....(number)	47,845	49,448	-3.2	92,005	73,895	24.6
Calves.....(number)	16,421	16,197	1.4	53,168	73,622	-31.5
Sheep and Lambs.....(number)	93,996	97,208	-3.3	334,910	321,185	4.3
Hogs.....(number)	39,302	40,211	-2.3	159.8(i)	150.5(k)	32.4
S. F. LIVING COSTS 1935-39 Avg.=100						
Food.....(index)	196.9(h)	155.5(i)	26.6	199.0(i)	148.8(k)	32.4
Apparel.....(index)	176.0(h)	152.6(i)	15.5	161.5(i)	106.4(k)	34.1
Rent.....(index)	106.8(h)	106.4(i)	0.4	106.8(i)	106.4(k)	0.4
Fuel, Electricity and Ice (c).....(index)	82.2(h)	85.9(i)	-3.7	82.5(i)	88.3(k)	-6.8
Gas and Electricity.....(index)	72.7(h)	77.7(i)	-6.4	72.7(i)	81.1(k)	-10.4
Other Fuel and Ice.....(index)	118.4(h)	113.2(i)	4.6	116.7(i)	113.2(k)	3.1
House Furnishing Goods.....(index)	155.1(h)	152.0(i)	17.5	152.2(i)	130.8(k)	16.4
Miscellaneous.....(index)	148.1(h)	137.9(i)	7.4	147.8(i)	135.0(k)	9.5
All Items.....(index)	159.3(h)	157.8(i)	15.6	159.8(i)	134.5(k)	18.8

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) May, 1947—latest available.

(e) May, 1946.

(f) 5 months of 1947—latest available

(g) 5 months of 1946.

(h) June, 1947—latest available.

(i) June, 1946.

(j) 6 months of 1947—latest available.

(k) 6 months of 1947.

Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture, and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

A Report on the

International Labor Conference

by the

U. S. Employer Delegate

SPONSORED BY:

World Affairs Council of No. California
San Francisco Chamber of Commerce
World Trade Association



J. D. Zellerbach

President, Crown-Zellerbach Corporation

AT LUNCHEON IN THE

Colonial Ballroom, Hotel St. Francis

Thursday, Sept. 11, 1947

Tickets May Be Purchased At:

S. F. Chamber of Commerce	<i>or</i>	World Affairs Council of
333 Pine Street,		Northern California
San Francisco 4, Calif.		417 Market Street,
		San Francisco 5, Calif.

Please reserve _____ place(s) for me at \$2.50 each at luncheon honoring J. D. Zellerbach, on Thursday, September 11, 1947, in the Colonial Ballroom of the Hotel St. Francis at 12 noon.

(Telephone reservations accepted)

Name _____

CHECK
ENCLOSED

Firm _____

Address _____

\$

At Luncheon in

Colonial Ballroom Hotel St. Francis

Price \$2.50 inc. Tax.

**Tables are not reserved, but tickets must be purchased in advance. Members will be taken care of to the limit of capacity, but it will be to your advantage to make reservations early before ticket sales are opened to the general public.*

Small Boat Harbor Sought For Santa Cruz

Support of proposed construction of a new yacht harbor in the Twin Lakes area of Santa Cruz was declared today by the San Francisco Chamber of Commerce.

● The Chamber's testimony was presented at a hearing before the District Engineer, U. S. Army, Tuesday, September 2.

Increasing lack of berthing space for pleasure craft in the Bay Area and on the California coast creates a need for such a harbor, the Chamber stated. In addition, the lack of small boat harbors and places of refuge along the coast has been a source of inconvenience, if not actual danger, in fishing boat operations, it was maintained.

The Chamber pointed out that there is no harbor available to boats encountering adverse weather conditions or sustaining damage between the Golden Gate and Santa Cruz other than a limited area in Half Moon Bay.

"San Francisco Bay and Monterey are the nearest points where facilities are reasonably adequate from a safety standpoint, and for this reason it is essential that more small boat harbors be created."

Both recreational and commercial fishing would benefit from construction of an adequate harbor for small boats, the Chamber added.

"We believe this project to be feasible, economically sound, and in the public interest."

Congressmen See Proposed Foreign Trade Zone Site

San Francisco Congressmen, Chamber officials and United States Customs executives last week inspected the facilities of pier 45, suggested spot for San Francisco's free trade zone.

● Accompanying Congressmen Richard J. Welch and Frank R. Havenner were Carl J. Eastman, president of the San Francisco Chamber of Commerce; Alvin C. Eichholz, manager of the World Trade Department of the Chamber; Thomas Cackley, president of the Board of State Harbor Commissioners; General Robert H. Wylie, Manager of San Francisco Harbor; Clark A. Cross, Assistant Collector of Customs, and Ross K. Roper, Deputy Customs Collector in charge of the entry and warehouse division.

The inspecting group commented that pier 45 had ideal technical facilities for the location of the free trade zone.

Recommendations on 2nd Bay Crossing Before C of C Group

What steps should be taken toward construction of a second Bay Crossing in the light of the supplemental report just released by the joint Army-Navy Board were considered at a meeting this week of the Second Bay Crossing Committee of the San Francisco Chamber of Commerce.

Swiss Trade Possibilities Cited at Luncheon Here

"Switzerland, Business Partner of the Pacific Coast," was the subject of The Honorable Werner Jost, acting consul general of Switzerland, at a luncheon held at the El Jardin restaurant last week for representatives of foreign governments, civic and business leaders and members of the San Francisco Junior Chamber of Commerce.

Switzerland, committed to private enterprise and principles of democratic processes, located in the middle of Europe and enjoying boom prosperity, is able and willing to serve as the hub of post-war European economic recovery," he declared.

Just described Switzerland as a solvent country with a highly skilled industrial population and a high standard of living, a sound market for any business concern. He stated that in the past 80% of Swiss exports to the United States have moved through Eastern ports. Now Swiss manufacturers have been urged to split their distribution channels so as to permit direct Pacific Coast representation and agencies.

Highway Development Studied at Meeting

J. J. Greeley, member of the Traffic and Highway Committee of the Chamber and Harold B. Mills, secretary of the committee, last week attended a meeting of Central Coast Highway Committee of the State Chamber of Commerce in San Jose.

● Purpose of the meeting was to draft basic policies guiding highway development expenditures and to review and analyze highway development needs and priorities within the region.

● The Board had recommended a low-level combination causeway-tube crossing as the best solution to the present bridge congestion and the Bay Area's future needs.

Although the joint Board made no formal conclusion about rail feasibility, it was estimated that rails on a low-level crossing would add almost \$100,000,000 to a \$134,000,000 structure.

Carl J. Eastman, president, San Francisco Chamber of Commerce, declared the Chamber had officially pledged itself to do everything within its power to speed construction of a second crossing. San Francisco phases of the project, he said, are being studied by the Chamber's Industrial Department manager, G. Lewis Fox, who made previous studies at the request of city officials last year.

Eastman declared that adequate approaches to any crossing structure that may be built are of primary importance. He pointed out that the City and County of San Francisco is already facing popular vote on nearly ninety million dollars worth of bond issues for sundry public works.

"These bond issues do not include anything specific at all for possible bridge approaches which will have to be built on the San Francisco side of the Bay," he said. "Whether California state funds or federal funds will be available for such work is not at present known. It is quite possible we might have to raise the money ourselves, and, in that case, it is a question of how much we can do with the resources available."

The supplemental report on rail costs was made at the request of civic officials in San Francisco and East Bay communities.

"Meanwhile we are delighted at the progress toward making a reality of the second Bay crossing which is evidenced in the report made public. All of us working together in cooperation will result in making a reality of this number one project for the growth of San Francisco and the Bay Area," Eastman declared.



Bay Region Business

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Number 37

NOTES

from the Chamber's

WASHINGTON OFFICE

● ANOTHER THREAT TO CALIFORNIA AGRICULTURE

A problem of grave importance, not only to the agriculturists of California but to agriculture throughout the United States, is the constant threat of the importation of pests detrimental and devastating to agriculture from the 1400 Mandated Islands now under our supervision. In these Islands are found many pests, not now found in the United States which, if permitted to enter this country, could bring about partial or absolute ruin of many valuable crops. To illustrate the seriousness of this problem the following example is cited.

Recently the United States Department of Agriculture announced it had intercepted in San Pedro in some overripe bananas found in a passenger's baggage, 42 live magots of the mango fruitfly, which pest is not found in the United States. This fly feeds on some sixty kinds of fruits and vegetables, including peaches, pears, citrus fruits, tomatoes, peppers and eggplants, all of which are produced commercially in California. This pest, together with all others not presently found in the United States, must not be permitted to enter the country and a far-reaching program must be designed to hold these pests at their source, if this is humanly possible.

The Washington Office of the Chamber, working in conjunction with the Agricultural and Navy Departments and assisted by our California Senators and Representatives, recently participated in a series of conferences involving further discussion of this situation and the remedies which must be applied.

Zellerbach to Report on International Labor Meet

J. D. Zellerbach, U. S. Employer Delegate at the 30th International Labor Conference in Geneva last July, will make his first public report on the conference and the current European economic situation at a luncheon today in the Colonial Ball Room of the St. Francis Hotel.



J. D. ZELLERBACH
U. S. Employer Delegate
30th International Labor Conference

● The luncheon is being sponsored jointly by the San Francisco Chamber of Commerce, World Affairs Council of Northern California and World Trade Association.

Zellerbach, who is president of Crown Zellerbach Corporation, was appointed the U. S. Employer Delegate by President Truman upon the recommendation of the Secretary of State and Secretary of Labor. He is also vice-chairman of the governing body of the International Labor Organization which plans to hold its next conference in San Francisco in June, 1948.

Government, employee and employer representatives from almost every important nation except Russia attended the recent Geneva conference and are expected to be present at the 31st Labor Conference in San Francisco. U. S. representatives were: David A. Morse, Assistant Secretary of Labor, and Elbert D. Thomas, U. S. Senator (representing U. S. Government); Robert J. Watt, International Labor, American Federation of Labor (representing U. S. workers); and J. D. Zellerbach (representing U. S. employers).

Luncheon tickets can be obtained at the entrance to the Colonial Ball Room.

MacDonald Appointed to National Aviation Post

Appointment of Kenneth R. MacDonald, manager of the Aviation Department of the San Francisco Chamber of Commerce, to the public relations and rules committees of the National Aviation Clinic has been announced by the Chamber.

● The Clinic, an annual affair, will be held in Springfield, Illinois, November 19-22. Purpose of the session, attended by leading airplane designers, manufacturers, flyers and airline officials, will be to review the aviation problems of the year and discuss the solution of those problems.

MacDonald was appointed to the committees by Arthur I. Boreman, president of the National Aeronautics Association.

Canadian Consulate To Open Here Soon

Canada will open her first Consulate-General office in San Francisco January 1, 1948, according to an announcement received from the Canadian Department of External Affairs in Ottawa.

With the arrival here of Canada's Consul-General, there will be 42 members of the diplomatic corps stationed in San Francisco.

SEE LUNCHEON ANNOUNCEMENT ON PAGE 3

S. F. GETS SOUTHERN AMBASSADOR



Photographed above are Actress Janet Leigh of Metro-Goldwyn-Mayer and Carl J. Eastman, president, San Francisco Chamber of Commerce. Occasion was the presentation to Miss Leigh of a special card naming her an "Ambassador Extraordinaire" of the Chamber.

Bay Area's Population Rise Second Highest in Nation

Population in the San Francisco-Oakland Metropolitan District increased 39 per cent between 1940 and 1947, according to a report by the Research Department of the San Francisco Chamber of Commerce.

● **The District**, which was second in the nation among 34 metropolitan districts selected for a study by the Bureau of the Census, ranked first among the 14 metropolitan districts having more than 1,000,000 population.

Norfolk-Portsmouth-Newport News, Virginia District led all 34 districts with an increase of 43 per cent for the period; Los Angeles District gained 35 per cent; Seattle and Washington, D. C., Districts 33 per cent; Portland and San Antonio Districts 1 per cent each, while all other districts' gains were under 30 per cent.

The increase in number of private households in San Francisco-Oakland Metropolitan District amounted to 41 per cent, surpassing the 39 per cent population increase. Of the private households in San Francisco, 80 per cent were headed by men and 20 per cent by women.

Chamber Group Plans Stockton Trip

Plans for a Good Neighbor Visit to Stockton on Tuesday, September 16, have been announced by Vern Culver, chairman of the Chamber's Domestic Trade Committee.

● **The group** will leave San Francisco on the streamliner "Golden Gate" at 8:00 A.M., Tuesday. On arrival they will inspect the plant of Flotill Products, Inc., where they will be guests at luncheon. They will also make an inspection tour of the International Harvester Company plant, J. I. Case Company and Fibreboard Products Company plants.

After a reception and dinner at the Stockton Country Club, they will return to San Francisco that night aboard the "Golden Gate."

Chamber members are urged to participate in the trip. Reservations can be made by calling Carroll Snyder, manager, Domestic Trade Department, EX-brook 2-4511.

S.F. Chamber Heads are Guest in Sacramento

Carl J. Eastman, president, San Francisco Chamber of Commerce, and Louis B. Lundborg, Chamber general manager, have returned from Sacramento, where they were special guests of the California State Chamber of Commerce at its Board of Directors' meeting, Friday, September 5.

● **On Saturday morning**, Eastman and Lundborg, along with other San Franciscans and civic leaders throughout the state, attended the twenty-first Annual Host Breakfast at the Hotel Senator.

The Host Breakfasts are sponsored by a group of Sacramento citizens in honor of the directors of the California State Fair and State Chamber of Commerce.

Bay Area Aviation Group to Hold First Fall Meeting

The Bay Area Aviation Committee will hold its first regular meeting of the 1947 fall season at the Commercial Club, Friday, September 12, according to Chairman Chester Bekins.

● **The agenda** will include a discussion of the membership of the California Aeronautics Commission, Stimulation of completion of master airport planning in the Bay Area, as well as a review of the committee's 1947-48 projects and advisory group reports.

Food Products Data Available

The Food Products Section of the San Francisco Manufacturers Directory has been revised by the Chamber's Domestic Trade Department.

● **In addition** to alphabetical and classified listings of food processors, the directory indicates firms interested in importing and exporting.

Copies can be obtained through the Domestic Trade Department.

You are Invited to Join in

A Salute To San Francisco Fashions

to be presented by

Carl J. Eastman

President, San Francisco Chamber of Commerce

HONORING THE SPECIAL FLIGHT
TO PARIS OF SAN FRANCISCO STYLES

At Luncheon in the Commercial Club

DATE: TWELVE NOON

Thursday, September 25, 1947

SPONSORS:

San Francisco Chamber of Commerce
San Francisco Commercial Club

Here is your opportunity to take part in saluting a major San Francisco Industry and enjoy a brilliant program starring our "Fashion Ambassadors to Paris." Luncheon starts promptly at Noon and the program will be concluded by 1:45 p. m.

SAN FRANCISCO CHAMBER OF COMMERCE

333 Pine Street, San Francisco 4, California

Please reserve..... place(s) for me at \$1.75 each
at luncheon honoring the San Francisco Apparel Industry on Thurs-
day, September 25, 1947, in the San Francisco Commercial Club, at
12 noon.

*(Kindly enclose self-addressed envelope for forwarding tickets.)
(Telephone reservations accepted.)*

Name.....

CHECK
ENCLOSED

Firm.....

Address.....

**Tables are not reserved, but tickets must
be purchased in advance. Members will
be taken care of to the limit of capacity,
but it will be to your advantage to make
reservations early before ticket sales are
opened to the general public.*



Price \$1.75 per plate
(\$1.71 plus 4c tax)

\$.....

More Restrictions Lifted on Private Trade With Japan

Two changes in private trade procedure with Japan were announced today by the San Francisco Chamber of Commerce.

● **Businessmen in the U.S.** are now permitted to send business catalogs and descriptive material to Japan and communicate with their representatives now traveling in that country.

Postmasters throughout the country will shortly be advised of the change in these postal regulations.

These two changes in procedure, shortly to be officially announced by the U. S. State Department and the Post Office Department, came as a result of complaints from businessmen throughout the country that they were handicapped in being unable to send descriptive literature to Japan and that no provisions were made for those visiting Japan to have their home offices contact them.

Local complaints were received by the San Francisco Chamber of Commerce and local office of the U. S. Department of Commerce and forwarded to the Washington office of the Chamber for action.

Private trade was resumed with Japan on August 15. That same week nine San Francisco businessmen headed for the Orient to resume Japanese trade contacts.

U. C. Adds New World Trade Course

"Resources, Industry and Trade of Latin America" has been added to the list of courses in world trade, shipping and finance which will begin September 16 and 17 at the University of California Extension Center, according to an announcement by the World Trade Department of the San Francisco Chamber of Commerce.

● **The courses** are being offered by the University in cooperation with the San Francisco Bay Area World Trade Promotion Committee and the Chamber's World Trade Department.

The class will be instructed by George Davis, who recently returned from a business trip through many of the Latin American republics.

Other world trade courses being offered include "Principles of International Trade," "Ocean Transportation," "Foreign Exchange," "Exporting," and "Resources, Industry and Trade of the Far East."

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here at a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBROOK 2-4511, Ext. 56.

D-6791—C. R. T. COMPANY, 1025 Esperson Building, Houston 2, Texas, distributors, are seeking new products to handle in the Texas area. Six men in field. Bank and credit references.

D-6792—Experienced sales and mechanical engineer desires to become associated with firm of manufacturers' agents or sales engineers. Excellent record on request. Statement of qualifications available in Chamber's Domestic Trade Department file.

D-6793—ONE-WORLD TRADING CO., 6367 Wilshire Boulevard, Los Angeles 36, Calif., direct factory representatives, wishes to contact agents to carry a line of industrial handling equipment. Product already being used by Ford, Chrysler, General Motors, etc.

D-6794—CHINESE CHAMBER OF COMMERCE of Honolulu, 42 N. King St., Honolulu 5, Hawaii, interested in obtaining catalogs from Bay Area manufacturers and wholesalers for use of its members. An opportunity to establish closer trade relationships between these two markets.

D-6795—ROLF FREDNER, 53 Broadway, N.Y.C., N.Y., direct importer of Norwegian monuments, granite and other products desires agent in Bay Region.

D-6796—C. E. BROWN, 9 Wright St., Arlington 74, Mass., established manufacturers agent and graduate Mechanical Engineer would like to represent producers of components for manufacture, particularly those in which training of a Mechanical Engineer would be of advantage.

D-6797—WELBILT PRODUCTS CO., P. O. Box 95, Memphis, Tenn., manufacturers of a disappearing stairway are attempting to contact manufacturers agents or salesmen that cover the retail lumber yards in California.

D-6798—MILO MOCCASIN CO., 65 Mulberry St., Lynn, Mass., manufacturers of a baby moccasin is interested in hearing from sales organization or merchandise brokers that might represent them on a commission basis.

D-6799—PAUL M. COTTING, 1504 Fifth Ave., San Diego, Calif., desires to act as manufacturers agents for established non competitive lines. Facilities include display rooms, storage space and a bonded sales force.

D-6800—REPUBLIC BOILER CORP., 30 Church St., New York 7, N. Y., offers a franchise to qualified manufacturers agent for their line of small steel heating boilers. Sales ordinarily made to Plumbing and Heating Jobbers and Contractors and Oil Burner Dealers.

D-6801—STANDARD PRODUCTS COMPANY, 90 Mill St., Rochester, N. Y., would like to establish distribution for their pre-heating water and oil injector through local wholesale automotive accessory companies or thru an individual that would act as a distributor.

D-6802—W. D. GRAY, P. O. Box 45, Vancouver, B. C., offers sales distribution thru Western Canada, dealing in the lumber, building supply, hardware trade; the construction industry, government agencies and institutions, manufacturers and wholesalers.

D-6803—DRINKWATER, INC., Spring and Madison St., Waukegan, Illinois, manufacturers of a flexible pipe coupling that has already established a national reputation desires a West Coast representative for the product.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For details call World Trade Department, EXBROOK 2-4511, Ext. 70 and refer to the Trade Tip's number. Stars indicate that names and addresses of references are on file.

VISITORS

*** 7663 INDIA—Bimal Khanna,** representing B. K. Khanna & Co., C. & M. Gazette Bldg., The Mall, Lahore, wants complete range of electrical equipment, including fans, radios, refrigerators, air-conditioners, small four-seater, airplanes, agricultural and roadmaking machinery, motorcycles, washing machines, hosiery mills, soap factories, diesel engines, shoe manufacturing machinery, etc. Offers carpets, druggists, coal mat (floor coverings). Write c/o Rogers Hotel, Bloomington, Ill.

*** 7758 ENGLAND—Miss Sylvia Harris,** representing Keeley Wilson & Co., c/o Hotel Bristol, 129-135 West 48th St., New York 19, N. Y., is interested in sodium bicarbonate, potassium bichromate, copper anodes, cadmium anodes, and chromic acid.

*** 7759 INDIA—K. N. Chaudhury,** representing Bisesaralal Brijlal, 37 Cross St., Calcutta, a recent visitor to the Washington office, is interested in textile piece goods, hardware, and general merchandise, including paper, heavy and light industrial machinery, metal tools, hot and cold rolling mills, furnaces for melting non-ferrous and steel scraps into billets, and allied auxiliary equipment. Write c/o Hotel Embassy, Broadway and 70th St., New York, N. Y.

*** 7760 TURKEY—Yakup Soyugenc,** representing Clifort, P. O. Box 1734, Sark Han, Voyvoda Caddesi, Galata, Istanbul, a recent visitor to our Washington office, wants automobiles, trucks, tires, agricultural and industrial machinery. Mr. Soyugenc expects to be in San Francisco within the next few weeks.

EXPORT

*** 7661 ARGENTINA—Jan Vybiral,** 2377 Nahuel Huapi, Buenos Aires, wants anilin dyeing for the Argentine market.

*** 7665 BELGIUM—A. Gaier,** 40 Due du Vicinal, Jupille, Liege, wants contact with firms and representatives of general merchandise, covering food (particularly ice cream mix powder) to machine tools, including household, agricultural, electrical and chemical products.

*** 7666 BRAZIL—Eugen Rod,** P. O. Box 4220, Sao Paulo, wants tools, hardware, machines and related specialties and novelties.

*** 7667 BRAZIL—Ultramar Comercial S/A,** Av. Senador Queiroz, 579-10a, Sao Paulo, wants well-known brands of dried and canned fruits of California origin.

IMPORT

*** 7691 AFRICA—Sammed & Co.,** 86 Victrola St., P. O. Box 334, Lagos, Nigeria, offer black pepper, chillis, dried ginger, dried kola nuts, gum arabic, passava, murate of potash, logs and lumber (all species) etc.

*** 7692 ARGENTINA—Bartz Trading Co.,** Calle Careros Calv, 16550 Buenos Aires, offers Argentine woods and Brazilian pine, also hardwoods and veneers.

*** 7694 BOENEO—W. Anevidt,** Tarakan, offers large quantities of Borneo logs, hnd, semi-hnd, and soft wood.

*** 7695 CANADA—Canadian Aviation Electronics, Ltd.,** P. O. Box 295, Place D'Armes, Montreal 1, Quebec, offer three sets of RCA TE 435A radio transmitters, with complete set of spares for a five-year operation period. Details on file.

EXPORT-IMPORT

*** 7713 BELGIUM—Straatman, Loral & Co.,** Central Bldg., Mer 107, Antwerp, offers wall-to-wall baskets (wicker ware) of all types and kinds, wallpapers and borders, perfume oils (raw materials).



Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

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NOTES

from the Chamber's

WASHINGTON OFFICE

A National Conference of Businessmen convened in Washington during the week to deal with four of the major problems which confront any community, more particularly a rapidly growing community such as San Francisco and the Bay Area.

These problems are:

- 1) Relations of City Planning to Community Development
- 2) Traffic Congestion
- 3) Off-Street Parking
- 4) Rebuilding Blighted Areas.

The Chamber of Commerce of the United States assembled approximately 500 business leaders, including representatives from Chambers of Commerce, and municipal, state, and national officials, to participate in these discussions. Unlike most conferences, the speaking was held to an absolute minimum and the real value of the Conference obtained through the question and answer periods conducted through the four sessions of the Conference.

- San Francisco came in for its share of both praise and criticism in the manner of handling these four problems, and it was noted with pleasure that the City was cited on numerous instances for some of the progressive steps which have already been taken and steps planned for the immediate future; for example, the erection of the Union Square Garage, to provide off-street parking, was mentioned several times.
- Among those attending the Conference were Frank McKee, manager of the Washington office of the San Francisco Chamber of Commerce; Don Follett, manager of the Oakland Chamber of Commerce; Dudley Frost, manager of the Downtown Property Owners Association of Oakland; Christy Thomas, Washington representative of the Seattle Chamber of Commerce; and W. D. B. Dodson, Washington representative of the Portland Chamber of Commerce.

Special Luncheon to Salute San Francisco Apparel Industry

In honor of the special flight to Paris of San Francisco styles on October 11, San Francisco business executives will join in a salute to the San Francisco apparel industry at a special luncheon Thursday, September 25.

Bay Crossing at Southern Site Urged by S.F. Chamber

Construction of a second Bay crossing south of the present Bay bridge on the site selected by the joint Army-Navy Board was recommended last week in a resolution adopted by the Board of Directors of the San Francisco Chamber of Commerce.

● The Chamber went on record as opposed to a State proposal for a high-level crossing parallel to the present Bay bridge.

The resolution was adopted upon recommendation to the Chamber's Board from its special Second Bay Crossing Committee of which Belford Brown is chairman.

Lundborg Address to Appear in NACOS Handbook

Publication of an address by Louis B. Lundborg, general manager, San Francisco Chamber of Commerce in a permanent handbook for Chamber managers was announced this week by Paul W. Williams, president, National Association of Commercial Organization Secretaries.

● The Address, "Practical Psychology for the Organization Executive," was delivered by Lundborg at the NACOS Annual Conference in Kansas City in 1944.

It will appear as one of a series of publications consisting of selective material considered by the NACOS officers and Publications Committee as permanently useful to Chamber executives in achieving greater effectiveness in Chamber management.

● The luncheon, which is being sponsored by the San Francisco Chamber of Commerce and Commercial Club, will be held in the Club's dining room.

Heading the program will be Chamber President Carl J. Eastman. Morris Goldman, prominent apparel manufacturer, will act as master of ceremonies.

Highlight of the program will be the appearance of San Francisco models, including the three models who have been selected by public poll to model the fashions during their Paris showing.

Tickets can still be purchased at the Public Affairs Department, San Francisco Chamber of Commerce, 333 Pine Street, EXbrook 2-4511.

Master Airport Plan Study to Begin Soon

Preparation of a Master Airport Plan for San Francisco moved one step nearer reality this week when a proposal to employ two national engineering firms to work out a long range program covering all elements of the city's traffic and transit problems was authorized by Mayor Roger D. Lapham and his Administrative Transportation Planning Council.

● Included in the planning work would be the development of better "inter-regional transportation," including the possibility of bringing transcontinental rail lines into the city, building airplane landing strips within the city and providing better air passenger terminal facilities.

Such a program was urged over a year ago by the San Francisco Chamber of Commerce to meet the increased demands of air traffic through orderly and systematic expansion. The Chamber's recommendation was later approved by the Board of Supervisors.

Chamber-District Merchants Luncheons to be Renewed Soon

First of a new series of joint Chamber of Commerce and district merchants luncheons will be held at the Hotel Richlieu, Wednesday, Oct. 1, it was announced today by Chamber President Carl J. Eastman.

Marin County Group Added to Area's Aviation Membership

Addition of the Marin County Junior Chamber of Commerce to the membership of the Bay Area Aviation Committee was announced this week by Chester Bekins, committee chairman.

● **Richard Smiley**, president of the Marin Junior Chamber, has appointed Harry Watkins to represent the Marin organization on the committee with Merton Jacobs named as alternate to Watkins.

The addition of the Marin Junior Chamber to the Bay Area Aviation Committee brings the total number of sponsoring organizations in that group to 53.

● **Members of the Polk-Van Ness-Larkin Merchants Association** will be present, together with Chamber directors and staff members.

Inaugurating a new feature of presenting prominent speakers on key civic projects, O. C. Hansen, vice president, World Trade Center, will discuss plans for the Center, with special emphasis on the practical value and need for such a project.

Jack Seligman, president of the Polk-Van Ness-Larkin Merchants Association, and Thomas J. Lenehan, president of the Retail Merchants Association, will co-preside at the meeting. In addition to Hansen, program speakers will include Seligman and Chamber President Carl J. Eastman.

The series of joint Chamber and district merchants luncheons was inaugurated in 1946 as a means of further strengthening relations between the Chamber and the outlying districts of the city through a discussion of mutual problems and ways in which the Chamber can be of help to merchants in each district.

L. R. Moriarity, secretary of the Polk-Van Ness-Larkin Merchants Association, in a recent bulletin to Association members said, "Last year the San Francisco Chamber of Commerce gave our Association its full cooperation and support in securing parking meters for this district—the first in San Francisco. We should show our appreciation by a full turnout at the October 1st meeting." Many other districts have similarly expressed their appreciation for the Chamber's support in assisting to solve district problems as a result of these meetings.

Retail Merchants Day Endorsed by National Retail Head

The "National Retail Merchants Day" proposed by D. P. Street, managing director of the Retail Merchants Association of the San Francisco Chamber of Commerce, received the endorsement this week of Lew Hahn, president of the National Retail Dry Goods Association.

● **Street's suggestion** has received favorable comment from retailers throughout the country since its successful inauguration at a "Retail Merchants Day" luncheon in San Francisco, June 17. Hahn came to San Francisco to be guest of honor and speaker at this special luncheon at the invitation of the San Francisco Retail Dry Goods Association and the San Francisco Chamber.

In an account of his trip published in "Stores," official magazine of the National Retail Dry Goods Association, Hahn writes, "We think the luncheon was an excellent public relations effort."

"The idea of at least one day a year being devoted to the attempt to bring to other business men, and the public, a better understanding of retailing appears to us to be an intelligent move and one which should be taken up in every community in the country. We should like to have a hand in helping to make "Retail Merchants Day" a great national success."

Area's Exports and Imports Set Record Highs . . .

Exports and imports through the San Francisco-Oakland Customs District set new record highs during the first half of 1947, according to a U. S. Department of Commerce report released recently.

● **Values of both exports and imports** were well ahead of the same period in 1946, which was the largest previous year for foreign trade through the port. Values for the

first half of 1947 even exceeded those for the entire year of 1937, the largest immediate pre-war year.

Effects of increasing import restrictions and growing dollar exchange problems throughout the world were reflected in value and tonnage figures, however, exports and imports having steadily decreased since January.

Figures on the San Francisco-Oakland foreign trade are as follows:

	EXPORTS		IMPORTS	
	Millions of dollars	Millions of pounds	Millions of dollars	Millions of pounds
Jan.	41.2	628.8	20.9	184.3
Feb.	38.7	453.4	15.3	103.2
Mar.	38.2	479.2	18.7	131.0
April	18.0	399.8	16.2	113.8
May	28.4	412.1	9.4	60.6
June	28.0	357.8	7.8	62.0

HIGH SPOTS

SAN FRANCISCO CHAMBER OF COMMERCE CURRENT PROJECTS

Sept., 1947

● WORLD TRADE CENTER

Legislation being enacted to establish World Trade center in San Francisco as result of aggressive program carried on by World Trade Center, Inc. and the Chamber since 1944.

● STATE HIGHWAY PROGRAM

Chamber efforts on state highway program successful with passage of legislation by California Legislature.

● TRAFFIC SIGNALS

Modern traffic signals being installed on San Francisco's main streets as result of recommendation made by Chamber in its "traffic action" program last fall.

● AIRPORT LANDING AIDS STUDY

Negotiations underway for installation of landing aids system at San Francisco following Chamber request for study of airport's landing aids requirements.

● FONTANA PLANT REFINANCING

Chamber acting to get more steel at lower prices for western fabricators through proposals for refinancing of Fontana steel plant.

YOUR CHAMBER WORKS FOR YOU

Civic Improvement Bond Issues for S. F. Endorsed by Chamber

Bond issues totaling \$56,450,000 for improvements in streets, parking, and transit facilities to be voted on November 4 were today endorsed by the San Francisco Chamber of Commerce.

●The Chamber's action came through a resolution of its board of directors which at the same time pledged "actively and aggressively to support these bond issues."

Included among improvements planned are:

1. Street improvements, \$22,850,000.
2. Construction of the Market-Portola Boulevard, \$5,400,000.
3. Completion of public parking facilities, \$5,000,000.
4. Rehabilitation of Municipal Railway, \$20,000,000.
5. Final payment on Market St. Railway debt, \$2,200,000.

"Everyone can see the shocking condition of our transit and parking facilities," commented Henry E. North, chairman of the Chamber's Traffic and Highway Committee, whose report was the basis for action by the Chamber's Board of Directors.

"Our voters must accept the fact that improvements cost money," North said. "San Francisco will not have the money to do these jobs unless the bond measures are passed."

The Chamber of Commerce will do everything possible to bring to the attention of San Francisco voters the need for providing funds for improvement of our streets, parking facilities, and transit system.

New Consumer Use Tax Cards Available

New city Consumer Use Tax schedule cards are being printed for the Retail Merchants Association of the San Francisco Chamber of Commerce and will be made available to retailers who desire them, it has been announced by D. P. Street, managing director of the Association.

●The new tax goes into effect on October 1.

Retailers can obtain these cards at free by contacting the Retail Merchants Association, 333 Pine Street.

Eastman on Sponsoring Group Of NAM Labor Relations Meet

Carl J. Eastman, president, San Francisco Chamber of Commerce, has been appointed a member of the Sponsoring Committee of the National Association of Manufacturers which has scheduled a Labor Relations Conference in San Francisco Friday, October 31.

●Principal speaker will be NAM's general counsel, Ray Smethurst.

FREEDOM TRAIN CHRISTENING



Congressman Richard J. Welch of San Francisco and James E. Ricketts are photographed as they bailed up a bottle filled with water from the Golden Gate for use in the christening of the "Freedom Train." The train recently embarked on a 33,000 mile tour carrying a collection of American historical documents for exhibit in key cities in commemoration of the 160th anniversary of the signing of the U. C. Constitution.

West Coast Wholesale Sales Up 19 Per Cent . . .

Dollar sales of merchant wholesalers on the Pacific Coast for the first 7 months of 1947 were 19 per cent above the same period last year, according to a study made by the Research Department of the San Francisco Chamber of Commerce.

●The study, which was based on a report of the U. S. Bureau of the Census, reveals an increase of 24 per cent in the nation.

SALES BY KINDS OF BUSINESS

Kinds of Business—	Percentage Change in Sales		
	July 1947 vs. July 1946	July 1947 vs. June 1947	Per Cent (Change from 7 mos. 1946)
PACIFIC COAST	17	2	19
Automotive Supplies	4	7	14
Shoes and Other Footwear	36	-14	35
Drugs and Sundries (Liquor Excluded)	17	22	2
Dry Goods	-7	-4	18
Full-line Electrical	63	-2	100
Electrical Wiring Supplies, Construction Material Distributors	9	6	14
Electrical Appliances & Specialties	44	7	78
Fresh Fruits & Vegetables	-1	14	3
Furniture and House Furnishings	-7	0	39
Groceries	19	0	4
Meats and Meat Products	20	10	57
Beer	55	8	5
General Hardware	16	-5	26
Industrial Supplies	-8	-6	6
Plumbing and Heating Supplies	32	-8	49
Jewelry	-28	-22	-18
Lumber and Building Materials	26	-3	45
Machinery, Equipment & Supplies, Except Electrical	-8	-12	22
Metals	4	6	13
Paper and Its Products	9	10	10
Tobacco Products	3	4	-3
Leather and Shoe Findings	-19	7	-4

New Philippine Consular Forms Ready

Release of a new Philippine consular form for use by exporters and shippers has been announced by the World Trade Department of the San Francisco Chamber of Commerce.

● The forms combine the Consular Invoice and Certificate of Origin in one document.

Combination of the two forms into one document was suggested by local exporters and recommended by the Chamber's World Trade Department. It was recently approved by the local Philippine Consulate General and Ministry of Commerce in Manila.

"This new form will save shippers and consular officers considerable time and expense in preparing and certifying the documents," explained Alvin C. Eichholz, World Trade Department manager.

Eichholz said that a limited supply of the new forms is available to exporters without charge at the Philippine Consulate, and later from commercial printers.

Fees for the certification of documents remain the same as in the past.

S.F. Executives to Meet With Western Commerce Group

Meeting in Seattle on September 24-25 with other members of the West Coast Advisory Committee of the U. S. Department of Commerce will be a number of Bay Area world trade executives.

● Members of this group who will attend the meeting include: O. C. Hansen, Frazar & Hansen; Ray Robinson, Harper, Robinson & Co.; Wm. L. Montgomery, Montgomery of San Francisco; Milton W. Melander, Stafford Chemical Co.; Victor Smith, Sperry Flour Division of General Mills Corporation; Gus Gumbrecht, H. W. Peabody & Co.; Fred Galbreath, Marine Office of America; Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce; Lyford Morris, manager, World Trade Department, Oakland Chamber of Commerce; and Brayton Wilbur, Wilbur-Ellis Co.

Among the topics scheduled for discussion are: conduct of business with Japan; report on developments of the Geneva Conference; promotion of imports; dollar shortages in many countries and export control program.

Consideration will also be given to number of specific matters peculiar to West Coast world trade and shipping, suggested by local committee members.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For details call World Trade Department, Ext. 2-4511, Ext. 70 and refer to the Trade Tip's number. Stars indicate that names and addresses of references are on file.

● **7668 Ceylon**—Crystal, Colombo, wants fresh fruits, produce and various direct contact with growers and manufacturers.

● **7669 Ceylon**—Continental Trading Corporation, P. O. Box No. 881, Colombo 11, wish to contact manufacturers, shippers, exporters, and merchants exporting cotton and rayon textiles.

● **7690 Ceylon**—The East India Trading Co., 193 Cheku St., Colombo, a firm of indenting agents, exporters and importers, want produce, fresh fruits, toffees, chocolates, biscuits, cheese, butter, tinned fish, condensed milk, hardware, textiles, glassware, stationery, paints, confectionery grains and pulses. Immediate quotations by cable "Jalworts" are needed for fresh fruits and produce.

● **7671 China**—Mannheimer Dyestuff Works, 571-9 Hankow Road, Shanghai, want dye manufacturing equipment to produce vat dyes, including industrial autoclave for amination of chloroanthraquinone, fusion kettles, continuous suction filter, grinder, dyer, and chemical components. Detailed list on file.

● **7672 Cuba**—Carlos Hernandez, Avenida del Rio No. 21, Kolby, Havana, desires food lines in general.

● **7673 French Indo-China**—Ets. Hanifa Fures, 122 Colonel Boudonnet, Saigon, wants novelties, bazaar articles, cotton pieces, silks. Please send samples, offers and advertising posters.

● **7674 Hongkong**—China Chemical Company, 114 Asia Life Building, 1st Floor (P.O. Box 1787), want chemicals, dyes, and metals for China and the South Seas, including all kinds of basic dyes, pig iron, tin plate, copper wire, drills, wire nails, grinding wheels, water pipe fittings, and hacksaw blades. Complete list on file. Interested parties should refer to their letter of July 23, 1947. No. N. CC863-47.

● **7675 Hongkong**—United Mercantile & Transportation Co., No. 18 Queen's Rd., East, 1st floor, want sewing machine needles, tin and aluminum foils, fancy elastic webbing, clothes, trimmings, stationery, fancy cotton, rayon, and woolen piece goods, sulphate of ammonia, small hardware tools, etc. Samples, catalogues and CIF Hongkong quotations will be appreciated.

● **7676 India**—Modern Plastic Co., c/o Weldon Jewelers, Ltd., Opp. Crawford Market, Bombay 3, want a complete plant for plastic industry, fully automatic injection molding machine, all kinds of plastic products, machinery for making mold machines.

● **7677 Iraq**—Albert Shouker & Co., Khan El Asaf, Safair, Baghdad, wish cotton piece goods, white, sheeting, bleached and Sanforized percale, poplin, printed cloth, cotton hosiery, bath towels, etc.

● **7678 Italy**—Toderi Raoul, Via Francesco Landini 14, Firenze, wants porcelain teeth, all kinds of surgical instruments and chemical products pertaining to dentistry, as well as motors, furniture, etc., used as dental equipment and supplies.

IMPORT

● **7696A Czechoslovakia**—William Glaser, Bor u Ceske Lipy, offers Bohemian cut glass, costume jewelry, textiles, china and hardware. The firm also offers its services as buyer for American firms in Czechoslovakia. Ref. 2542-47.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, Ext. 2-4511, Ext. 56.

● **D-6804**—Kurt Pollard, 1925 Bath Street, Santa Barbara, California, representing firm manufacturing Synthetic Tanning Extracts in East would like to contact representatives calling on California tanneries and shoe manufacturers. Contemplates establishing factory on coast in future.

● **D-6805**—T. J. Forbes, 2805 Rockwell Ave., Victoria, B. C., holder of patented rights on an oil-fired Home Heating Hot Water Unit would like to get in touch with any firms who might be interested in manufacturing these units on a contract or partnership basis.

● **D-6806**—Pearce Metal Products Co., 340 West Earle Ave., Youngstown 2, Ohio, manufacturers of improved aluminum awnings prepared to grant exclusive franchise to qualified distributors. Distributors to sell up dealers and resident agents.

● **7686 Cuba**—Oscar C. De Tuya, Apartado 268, Havana, representing Compania Ron Quilroga, offers rum, whiskey, cream liqueurs, gin, brandy, and natural alcohol. Also offers sugar and its by-products; cane molasses, bees' honey, sugar concentrates, candies, and fruit extract concentrates, for manufacture of beverages, liquor, and candy. Details on file.

● **7693 Czechoslovakia**—Oskar Hartig, Jablonec n. L., offers imitation jewelry, religious articles, buttons, glass beads, ladies' bags, glass flowers, cut glassware, knickknacks (small glass figures, comic human figures, animals, or any object can be designed to suit the requirements of the trade), and combs of all kinds. Ref. No. 2541-47.

● **7698 Denmark**—Frits Johansen & Co., Mitchellsgade 2, Copenhagen, offers gift parcels and delicacies.

● **7699 Germany**—Ernst Ahlers, Hermannstrasse 16, (24a) Hamburg 1, offers precision miniature cameras, "Kine-Exakta," which combine the features of the Leica with the advantages of a reflex camera, also "Sixtus" exposure meters. Exclusive agency arrangements to be made. Details on file.

● **7700 Holland**—W. Martens, N-2-Haven 84, Postbus 18, Bergen Op Zoom, offers Dutch curaway seed, blue maw seed, mustard seed, peas, and beans.

● **7701 India**—Montgomery, Ollerton & Co., 147a Esplanade, Bombay, offer tea, lung oil, coffee, Java and Java bags. Also foodstuffs: chutney, sweet and sour-sweet, curry powders, and India and Persian rugs.

● **7702 India**—Oriental Lace Manufacturing Co., Palakol, (West Godavari DT.), offer hand-made cotton lace goods, and sandalwood hand-crafts.

● **7703 Japan**—Maruni Jingo Tegusu Co., Kimo-moto-cho, Shiga Prefecture, offers various kinds of silk fishing gut of superior quality and great quantity.

● **7704 Mexico**—Almacenes Saca de Mexico, Av. Obregon 593, Mexicali, B. C. A., offers vanilla in sticks. Will forward samples and specifications when contacted.

● **7705 Netherlands Indies**—Hus Hsin Company, 248 Passar St., Makassar, Celebes, offers gum copal and damar, rattan, tan bark, kapok, cloves, mace, nutmeg, cajaput oil, etc.



Bay Region Business

PUBLISHED BY THE

SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, September 25, 1947

Number 39

State Growth Subject at Greeters' Meeting

California's unprecedented population growth was cited as one factor promising business activity at high levels by G. L. Fox of the San Francisco Chamber's Industrial Department this week in an address before the California State Hotel Greeters' Association.

• The Association held its 21st Annual Convention in San Francisco with hundreds in attendance from all parts of the state and with participation by national and international officers.

California's population is now in excess of 9,842,000, Fox said, quoting new estimates just released by the U. S. Census Bureau. This is an increase of 2,934,000 since 1940. The increase in population alone is greater than the population of any one of 33 states of the nation and is more than the aggregate population gains by the next five fastest growing states of the nation. While California was jumping 2,934,000 in population, Florida, Virginia, Texas, Washington and Maryland increased an aggregate of 2,486,000.

Auguring well for all business in the state, Fox said that, whereas California's population has gained 41% since 1940, the number of factory workers in July, 1947, was 52% greater than the number employed in July, 1940.

Group to Visit "Iowa"

Members of the Naval Affairs Committee of the San Francisco Chamber of Commerce have been invited to inspect the U.S.S. Iowa on Friday, September 26.

• The group will be guests of the Commander of the First Task Fleet and the Commanding Officer of the Iowa.

House Public Lands Group Honored

A luncheon honoring members of the House Public Lands Committee and its chairman, Congressman Richard J. Welch of San Francisco, was held Wednesday noon, September 24, at the Fairmont Hotel.

• The luncheon was sponsored by the City and County of San Francisco and San Francisco Chamber of Commerce.

City officials and Chamber leaders attended the luncheon.

Campaign for Southern Bay Crossing Organized Today

Proponents of a southern route for the second bay crossing will meet at Alameda's City Hall this afternoon to organize a campaign for the southern crossing recommended by the joint Army-Navy Board.

Congressional Consumer Price Hearing Set for S. F.

Consumer price hearings for the San Francisco Bay Area will be held by the Congressional Joint Committee on the Economic Report on October 16 and 17 in the chambers of the Board of Supervisors of the City and County of San Francisco.

• The subcommittee for the West, which will conduct the hearings at San Francisco, includes the following U. S. Senators: Arthur V. Watkins of Utah, chairman; Joseph C. O'Mahoney, Wyoming; and Zales N. Ecton, Montana; and the following Representatives: Norris Poulson, California; Wright Patman, Texas; and Walt Horan, Washington.

For further information, inquiries should be addressed to the Federal Reserve Bank of San Francisco, 400 Sansome Street, San Francisco, SUtter 1-8420.

"Library Week"

The San Francisco Public Library is celebrating its annual "Library Week" from September 21 to 27.

• During this week businessmen are invited to visit the Business Branch Library maintained for their convenience in Room 629 of the Russ Building.

At this branch among the collection of modern business books are books on investments, accounting, advertising, insurance, marketing and personnel management.

• The meeting will be attended by Chamber of Commerce officials, legislators and city administrators, including City Administrative Officer Thomas A. Brooks and Supervisor Marvin Lewis, who were authorized this week by the San Francisco Board of Supervisors to participate in an organized campaign for the low-level span.

Prospects for support of the southern crossing by San Joaquin Valley Chambers increased as the result of a meeting of the San Joaquin Valley Association of Commercial Organization Secretaries, composed of Chamber executives.

Appearing before the group were Fred Cox, president of the Hayward Area Chamber of Commerce, who is chairman of the Southern Alameda County Committee for a Second Crossing, and Frank King, secretary of the San Leandro Chamber. Cox and King, who spoke in behalf of the southern crossing, reported that the Chamber representatives present had agreed to recommend support of this type of crossing to their respective organizations.

Shortage in Freight Cars; Business Prospects 'Good'

Continuation of present high level railroad freight business depends largely upon a solution of the current box car shortage.

• This was revealed today by Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce, who recently returned from a meeting of the Pacific Coast Transportation Advisory Board.

"Reports from industry committees indicate continuation of business at a high level for the balance of the year," Rohde said, "but whether actual loadings will continue to substantiate the accuracy of these forecasts depends largely upon the car supply."

Rohde said that a serious shortage of box cars and a lesser shortage of other types of equipment existed on the coast. Railroads are only able to fill from 60 to 70 per cent of box car orders currently. The percentage of bad order cars in this territory is less than for the nation as a whole, he said.

Youth Farmers to be Awarded Livestock During Exposition

A drive to purchase 32 calves and 64 hogs for donation to members of the Future Farmers and 4-H Club during the Grand National Livestock Exposition, November 1-9, was announced today by the San Francisco Chamber of Commerce.

Aviation Newsletter Well Received

Evidence of the enthusiastic acceptance of the Aviation Newsletter published weekly by the Chamber's Aviation Department was revealed in the tabulation of returns to a questionnaire relative to the Newsletter.

• A total of 720 questionnaires were sent out and 437, or 60.7 per cent, were returned. Of those returned, 53.7 per cent requested that the Newsletter be continued in its present form; 6.8 per cent wished it either kept in its present form or issued twice monthly; 8.2 per cent suggested that it be issued twice monthly; while 27.23 per cent offered no comment relative to frequency of issue.

Commented Kenneth R. MacDonald, Aviation Department manager, "The Aviation Department greatly appreciates the many compliments paid the Newsletter. The effort to keep it of service will be continued."

Standard Buys Surplus Richmond Gas Refinery

Standard Oil Company of California has purchased for \$6,000,000 a government-surplus, 100-octane gasoline refinery in Richmond, California, which it operated during the war and will now operate during peacetime, according to an announcement by War Assets Administration.

• Principal facilities included in the sale are: nineteen buildings, two thermofo catalytic cracking units, with a separate gas recovery unit for each, one HF alkylation unit, one isomerization unit and a butane-pentane distillation unit, together with necessary utilities and auxiliaries.

The entire plant had a reported cost to the government of \$21,315,000.

• The drive will be jointly sponsored by the Chamber's Agricultural Committee and the Junior Chamber of Commerce.

The livestock will be purchased and donated by San Francisco business firms. Winners of the calves will be 32 Future Farmers and 4-H Club members chosen from Northern and Central California, while 16 youth farmers will receive 4 hogs each.

The group will raise the livestock for showing at the Grand National Junior Livestock Exposition next spring.

Success of a similar campaign launched last year by both Chambers led to the decision to hold the drive this year, according to Robert Di Giorgio, the Chamber's Agricultural Committee chairman, and Henry King, president, Junior Chamber. "This program is another instance of the Chamber's desire to develop friendly relations with the agricultural areas of Northern and Central California," they stated.

Industrial Managers Tour Salinas Plants

To obtain first hand information about the Salinas area as a factory location, members of the Northern California Chamber of Commerce Industrial Managers Conference visited a number of industries in that region during their quarterly meeting last week.

• Ray C. Williams, industrial manager of the Salinas Chamber, acted as host of the party which included Kenneth Moeller of the Alameda County New Industries Committee; James D. Goforth, State Chamber, San Francisco; Robert O. Irwin, Napa; Guilford Koch, San Jose; Weldon Vance, Berkeley; H. T. Wood, Stockton; Pere Woodcock, Richmond; and G. L. Fox, San Francisco.

Lettuce, ice, sugar and dolomite plants were inspected by the group which also visited Salinas properties being offered for industrial development.

San Francisco Retail Sales Up 8 Per Cent . . .

Independent retail store sales in San Francisco during the first 7 months of 1947 were 8 per cent above the same period last year, according to a study by the Chamber's Research Department based on a report of the U. S. Bureau of the Census.

• Sales in Alameda were reported up 17 per cent; Oakland 14 per cent, Palo Alto 24 per cent and San Jose 20 per cent.

SALES BY KINDS OF BUSINESS

KINDS OF BUSINESS—	PERCENTAGE CHANGE IN SALES		
	July 1947 July 1946	7 Mos. 1947 From June 1946	July 1947 From June 1946
	3	8	-2
TOTAL	3	8	-2
FOOD GROUP	2	12	—
Grocery and Combination Stores	4	11	1
Grocery Stores (without Meats)	6	12	2
Combination Stores (Groceries, Meats)	1	9	—
Meat Markets	11	36	—
Fruit Stores, Vegetable Markets	—	—	-17
Bakeries, Caterers	-11	-9	-15
Delicatessen Stores	3	11	—
EATING AND DRINKING PLACES	1	-6	10
Restaurants, Cafeterias, Lunchrooms	1	-3	8
Lunch Counter, Refreshment Food Stands	-10	-14	23
Drinking Places with Meals	-6	-9	6
Drinking Places without Meals	1	-11	9
DEPARTMENT STORES	1	3	-8
APPAREL GROUP	-8	-3	-6
Men's, Boys' Clothing and Furniture Stores	-7	4	-10
Family Clothing Stores	-4	-1	-10
Women's Ready-to-Wear Stores	-18	-9	3
Women's Accessories Stores	-4	-13	2
Shoe Stores	8	-4	-7
Custom Tailors	13	3	14
Furriers, Fur Shops	-21	—	-12
FURNITURE—HOUSEHOLD RADIO GROUP	20	20	4
Furniture Stores	23	15	7
Radio-Household Appliance Dealers	11	45	-4
LUMBER—BUILDING—HARDWARE GROUP	11	19	20
Lumber-Building Materials Dealers	19	22	31
Hardware Stores	3	13	7
AUTOMOTIVE GROUP	1	47	-1
Motor-Vehicle Dealers	47	86	-2
Accessory, Tire, Battery Dealers	3	-3	3
Filling Stations	16	15	6
Drug Stores	6	15	—
Liquor Stores (Packaged Goods)	-13	-16	-4
Cigar Stores, Cigar Stands	-5	-4	2
Jewelry Stores	-20	-20	-7
Florists	9	-10	-19
Miscellaneous	6	12	-5

Business Participation In Military Reserve Training Plan Sought

To cooperate in maintenance of a strong military and naval reserve, business firms were urged today by the San Francisco Chamber of Commerce to adopt a program allowing their employees to participate in military reserve activities.

• Under terms of a proposed program, employees would be granted two weeks leave annually, in addition to their regular vacation period, for the purpose of going on active military duty. While on leave, employees would receive from their companies sufficient pay to make up the difference between their military pay and allowances and their regular company salary.

The Chamber's Naval Affairs Committee headed by Chalmers G. Graham emphasized the necessity for maintaining strong reserves which can be called into service immediately in case of an emergency.

"A strong reserve must have strong backing," Graham declared. "It will be obtained only if business cooperates in allowing its employees to participate in the Peace-time National Defense Program."

Graham pointed out that it would be far wiser to have business set up its own program similar to the one outlined, instead of waiting for the Secretary of National Defense to formulate one, possibly compulsory, which might prove vastly more inconvenient to business.

Area's Exports at Year's High; Imports Drop Off

Exports from the San Francisco-Oakland area during July rose sharply to a total of \$44,700,000, the highest monthly figure for the year, according to a U. S. Department of Commerce report.

• July exports exceeded exports for January, the largest previous month, by almost \$5,000,000, maintaining the Bay Area's position as the leading West Coast port for foreign trade.

Compared to the national export trend, this volume from San Francisco represents an increase of 60 per cent over the June volume, whereas total U.S. exports dropped off 7.3 per cent in July and 12.7 per cent in June from previous months.

Imports into the Bay Area totaled \$6,900,000 in July, an 11.5 per cent drop in value from June imports. Since the first of 1947, imports have decreased in volume into the Bay Area, as has been the case nationally.

STOCKTON HOST TO S. F.



Photographed at luncheon at the Flotill Products plants during a good neighbor visit to Stockton are the following members of the San Francisco Chamber's Domestic Trade delegation: Lloyd E. Graybiel, trip chairman; Henry F. Badger, Matheu C. Carberry, H. Newell Dodge, Robert Douglas, St. George Holden, J. G. Jordan, Albert J. Kessler, J. F. McArthur, J. A. Remick, A. A. Brown, Richard T. Stephens, W. J. Thorpe, Spencer Van Gelder, M. Rhine, and Carroll Snyder, manager of the Chamber's Domestic Trade Department.

Greater Rate Differentials Urged

Establishment of greater differentials in rail freight rates between the Los Angeles area and Pacific Northwest was sought today by the San Francisco Chamber of Commerce.

• The Chamber contends that the present rate differentials are not in proportion to the added distance and operating costs between the Los Angeles area and Pacific Northwest as opposed to those between the Bay Area and Northwest.

The Chamber action followed a recent decision of the Interstate Commerce Commission ordering the rail carriers to revise their commodity rates.

While the rates proposed by the rail carriers to and from Los Angeles are higher than those to and from the Bay Area, it is the Chamber's contention that the differentials are not great enough to protect the geographical location of the Bay Area.

Testimony supporting this request was presented by the Chamber's transportation manager, Walter A. Rohde, at a public hearing before traffic officials of railroads operating between California and the Pacific Northwest.

Last Day to Register!

Today is the last day to register for the November 4 election, according to Joseph W. Raftery, chairman of the Joint Citizens' Committee on Registration.

• Raftery called upon all citizens who had not yet registered to do so today at the Registrar's office in Room 164 of the City Hall or any one of the numerous booths that have been set up in downtown department stores, office buildings and schools.

"It is the obligation of every citizen to register and vote," Raftery declared. "A citizen's vote is his voice in government."

The joint committee, which is spearheaded by the Junior Chamber of Commerce in conjunction with the League of Women Voters, the C.I.O., A.F. of L. and the Democratic and Republican County Central Committees, held a similar drive last year which brought the registration of voters in the city to an all-time high of 431,211.

NOTICE

The Western Merchandise Exhibitors Association, which manages the annual Gift and Housewares Show, under the sponsorship of the Chamber and the Western Merchandise Mart has moved to a new location.

• The Association's offices are now in Room 957, 355 Market Street, San Francisco 3. The telephone number is Underhill 1-2727, Extension 687.

Miss Kay Leber is Show Manager for the Association.

August Industrial Expansion . . .

—By the Chamber's Industrial Department

Industrial development in Northern California topped \$100,000,000 for the first eight months of 1947, as August new plants and expansions totaling 41 projects with outlays to aggregate \$13,102,700 were announced by the San Francisco Chamber's Industrial Department.

● **Bay Region** (12 counties) developments during the eight month period accounted for 473 projects to cost \$84,702,965 while San Francisco's 137 projects will cost \$10,015,700. The eight month period tabulates as follows:

● Northern California (48 counties)	
246 expansions	\$ 52,331,000
354 new plants	47,920,525
600 projects	\$100,251,525
● Bay Region (12 counties)	
197 expansions	\$ 48,996,500
281 new plants	35,706,400
478 projects	\$ 84,702,900
● San Francisco	
63 expansions	\$ 7,914,200
71 new plants	2,101,500
134 projects	\$10,015,700

August 1947 developments for Northern California and the Bay Region summarize like this:

● Northern California	
24 expansions	\$11,901,700
137 new plants	1,201,000
161 projects	\$13,102,700
● Bay Region	
21 expansions	\$11,466,700
12 new plants	831,600
33 projects	\$12,297,700
● San Francisco	
7 expansions	\$ 636,200
1 new plant	22,600

8 projects \$ 658,200 38 new jobs
Important Bay Region projects announced during August are:

● **Arabel Manufacturing Company**, 1250 18th Street, San Francisco, leased 27,000 square foot building to quadruple manufacturing of industrial adhesives. Expansion will cost \$150,000 and create new employment.

● **Plastic Specialty Company**, 771 Mission Street, San Francisco, invested \$100,000 in high speed equipment to manufacture special transparent plastic packages for candy, nuts, apparel, flowers and gifts.

● **Nicometal Marine Hardware Company**, 353 Beale Street, San Francisco, will remodel and modernize building they now occupy at cost of \$250,000 for expansion of marine hardware manufacturing plant. Project will create 20 new jobs.

● **Storifield Corporation**, So. 1st and Alma Streets, San Jose, plans construction of new \$450,000 plant and will install \$75,000 frozen food equipment.

● **United States Chewing Gum Company**, 365 5th Street, Oakland, established new plant to manufacture chewing gum. Employs 15.

● **Bethlehem Pacific Coast Steel Company**, South San Francisco, expanding nut and bolt plant by installation of new 16 ton bolt machine to make 1/2"x5" bolts, and a new bolt maker.

● **E. L. du Pont de Nemours Company**, South San Francisco, announced \$300,000 expansion to more than double capacity of finish manufacturing plant.

● **Hewlett-Packard Company**, Palo Alto, announced plans to double capacity of electronic equipment.

(Continued in next column)

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXBbook 2-4511, Ext. 56.

● **D-6802 CORRECTION** W. D. Gray, P. O. Box 425, Vancouver, B. C. offers sales distribution through West Canada calling on the lumber, building supply, hardware trade; the construction industry, government agencies and institutions, manufacturers and wholesalers. The address above was incorrectly listed in Sept. 13th issue as Box 45.

● **D-6801—CADMET CORPORATION**, 15315 Tuller Ave., Detroit 21, Michigan, manufacturers of a cast-carbide alloy used for metal cutting tools and precision cast parts wish to contact manufacturers' agent or direct salesman. Commission basis.

● **D-6808—GUTMANN CUTLERY & HARDWARE CO.**, 90-31 Condit Ave., Elmhurst, L. I., N. Y. jobbers and distributors of shears, scissors, pocket knives, and hunting knives, etc. wish to contact sales representative.

● **D-6809—GENERAL SUPPLY COMPANY**, 630 W. 4th St., Winston-Salem, N. C. are interested in becoming distributors for standard brand merchandise. Warehouse facilities available. Credit references.

● **D-6810—THE AVERY-FERGUSON COMPANY**, Conveyor Division, Oakley Station, Cincinnati, Ohio manufacturers of chain trolley conveyors, live rollers, belts, apron conveyors, reciprocating hoists, etc. wish representation in Northern California. Commission basis.

● **D-6811—Manufacturer's Representative** with warehouse, railroad siding, sales force, and office with nationally known address, desires to distribute nationally advertised items in New York State and New England Exclusive franchise arrangement. Contact Business Service Distributors, Pleasantville, New York.

● **D-6812—HENRY R. JEROSKE**, 942 Ruebeck Highland Drive, Rt. No. 6 Box 117, Birmingham, Alabama desires to represent Bay Area Manufacturers. Offers coverage through South and South-eastern States. Selling background, bond and references.

● **D-6813—WEHLE CONVEYOR CO.**, 201 Water St., Binghamton, New York manufacturers of the Wehle Freight Escalator wish to contact Bay Area Manufacturers with facilities for manufacturing and distributing the item in the Western states. A production job. Highest references.

tronics manufacturing plant. One of company's new products will be equipment for monitoring and maintaining F-M transmitters.

● **National Iron Works**, Oakland, plans construction of \$100,000 steel fabricating plant to nearly triple present capacity and double employment.

● **Standard Oil Company of California**, Richmond, purchased for \$6,000,000 100 octane government-owned gasoline refinery.

C. OF C. REPRESENTATIVE AT SUPERVISORS' MEETING

Attending the Board of Supervisors meeting Monday, September 22, was:

Mathew C. Carberry, assistant treasurer, San Francisco Chamber.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For details call World Trade Department, EXBbook 2-4511, Ext. 70 and refer to the Trade Tip's number. Stars indicate that names and addresses of references are on file.

VISITORS

● **7161 AUSTRALIA**—Fred J. Vary, managing director of Barlam Proprietary, Ltd., offers lambskin rugs and toys. Samples are now located at the Government of the Commonwealth of Australia office, 440 Montgomery St., San Francisco 4, where Mr. Vary may be reached upon his arrival in San Francisco on October 15. He expects to stay until October 19.

● **7821 CHILE**—A. G. Rapanakis, an old China businessman settling down in Chile, seeks direct factory representation for goods suitable for South America, mainly industrial machinery and chemicals, home canning equipment, drugs and pharmaceuticals, paper and printers' supplies, paints, tools, etc. He is due in San Francisco about mid-September. Write c/o 262 Fourth Ave., San Francisco.

● **7828 GUATEMALA**—A. Lampert, representing A. Lampert & Co., 13 Calle Poniente 20, Guatemala, C. A., wants flour, wines, and general foods.

● **7829 INDIA**—Gordhanas Goudas Morarji, representing Ramnarayan Morarji & Co., 20 Vithalwadi, Bombay 2, a recent visitor to our Washington office, offers piece goods, rubber and rubber goods, tea, shellac, jute goods, spices, gum, medicinal roots, linseed and other oil seeds and oils, cor matings, copra, etc. Wants blankets, handkerchiefs, metals, yarns, building materials such as window glass, iron and asbestos sheets, aluminum sheets, pipes, construction steel, glazed tiles, doors, prefabricated houses, textile dyes, and chemicals. List on file.

● **7162 COLOMBIA**—C. Betancourt Arango, representing Agencias America, Apartado 3886, Bogota, desires to represent manufacturers of machinery, printing equipment, plumbing materials, electrical devices general merchandise, and new specialty lines. Write c/o Hotel Fairmont, San Francisco.

● **7163 COLOMBIA**—Paul Pasic, representing Brexev, Ltd., Apartado Aereo 4208, Bogota, wants metal working, wood and road-making machinery. Write c/o 815 O'Farrell St., San Francisco.

EXPORT

● **7167 BULGARIA**—Stoyko D. Stoykoff, 30 Apollo Blvd., Gabrovo, wishes to establish contact with American exporters of costume jewelry, cosmetics, textiles, chemicals, fishing equipment, and electrical apparatus.

● **7168 COLOMBIA**—A. Currae e Hjos, P.O. Box 27-73, Carrera 7a No. 11-36, Bogota, is interested in importing locks for front doors and inside doors, hinges, basins, toilets, and washers for bathrooms.

● **7169 ENGLAND**—A. Mathews & Skales, Ltd., 7-9 London Bridge St., London Bridge, S.E.1., wants to import from firms dealing in dairy products, canned goods, fruits, and vegetables and canned or dried fruit pulp.

● **7170 FRANCE**—Rene Caen, 5 Route de Creully, Caen, wishes to contact wholesale food merchants in San Francisco.

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Bay Region Business

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Number 40

Chamber and District Merchants Meet . . .

S. F. GETS FASHION AMBASSADOR



Carl J. Eastman, president, San Francisco Chamber of Commerce, presents the Chamber's "Ambassador Extraordinary" plaque to Adolph P. Schuman (left), president, San Francisco Manufacturers & Wholesalers Association, at a recent Chamber luncheon honoring the apparel industry. Headed by Schuman, Association members will make a special flight to Paris with San Francisco styles on October 10.

S. F. Airport Landing Aids Study Begins Soon . . .

A study of landing aids requirements of San Francisco Airport by the Arcata Landing Aids Experiment Station will begin soon, it was learned today by the San Francisco Chamber of Commerce.

● The study will start within 30 days and should be completed in three months, D. M. Doolin, airport manager, said.

"A study will be made of existing conditions at the airport, related to weather records for the past 10 years," Doolin stated. "On the basis of these findings,

a proposal will be made recommending best combination of landing aids to install at the field today."

Doolin added that the contract with the Arcata Station calls for periodic reviews of the report in the light of new landing aid developments that may become available in the future.

Initial proposal for a landing aids study was made last spring by the San Francisco Chamber of Commerce as a means of determining the landing devices needed to overcome weather conditions and regularize landing operations at the airport. Shortly afterwards the Public Utilities Commission authorized the study by the Arcata station.

Practical need for a World Trade Center in San Francisco was outlined by O. C. Hansen, vice president of the Center, at the joint Chamber of Commerce and Polk-Van Ness-Larkin District Merchants Association luncheon scheduled for Wednesday, October 1.

● The luncheon was held at Hotel Richelieu and is the first in a new series of joint Chamber of Commerce and District Merchants luncheons. Members of the Polk-Van Ness-Larkin Merchants Association were present, together with Chamber directors and staff members and R.M.A. officers and directors.

In addition to Hansen, program speakers included Chamber President Carl J. Eastman and Polk-Van Ness-Larkin Association President Jack Seligman. Seligman and Ray McConnell, vice president of the Chamber's Retail Merchants Association, co-presided at the luncheon.

The series of joint luncheons was inaugurated in 1946 as a means of further strengthening relations between the Chamber and outlying districts of the city through a discussion of mutual problems and ways in which the Chamber can be of assistance to merchants in each district.

Western Farm Meeting Tomorrow

Businessmen and farmers in Northern California are invited to attend a meeting to be held by the Western Farm Economics Association, Friday, October 3, 1947, at the Farm Credit Administration Building in Berkeley.

● Morning session, which will cover price support problems, will be headed by H. R. Wellman, University of California. The State of California's Agriculture in World Trade will be the topic of the afternoon session, at which J. B. Condliffe, Institute of Economics will preside; while S. B. Freeborn, University of California, will be chairman of the evening session, which will deal with the economic changes in agriculture.

General Business Activity

Thumb Nail Sketch: by the Research Department

● TREND

General business activity in San Francisco in August rose 1.4 per cent above July and was 1.3 per cent above August last year with the 8 months' average 5.9 per cent above the same period a year ago. Our August Index of Business Activity was 216.6 compared to 213.7 in July and 213.9 last August.

● EMPLOYMENT

Total unemployment insurance claims in San Francisco for week ending September 4 dropped to 17,812 from 19,920 a month previous, or 10.6 per cent. Compensable claims dropped to 9,641 from 10,667. Veterans' claims continued, totaling 5,050 compared to 5,967 at the beginning of August. The unemployment insurance exhausts for week ending September 4 totaled 301 compared to 411 for a similar period a month earlier.

Placements in San Francisco, reported by the California Department of Employment during August, totaled 4,166 of which 3,163 were industrial and 1,003 commercial. Industrial placements during the first 8 months were 17.4 per cent less than during the same period last year but commercial placements were only 3.5 per cent under the same period last year.

● RETAIL TRADE

August department store retail sales in San Francisco were 3.0 per cent below August last year with the 8 months' sales up 3.0 per cent. Sales in the Metropolitan area were off 1.0 per cent in August but up 3.0 per cent for the 8 months. Northern California August sales showed no change compared to August last year but sales for the 8 months period were up 4.0 per cent. The Twelfth Federal Reserve District sales during August were 1.0 per cent above a year ago and the 8 months' sales were up 7.0 per cent. Bakersfield chalked up the greatest improvement in August of all reported cities in the Twelfth Federal Reserve District with a 20.0 per cent increase in dollar value of sales compared to a year ago. Apparel store sales in San Francisco were off 10.0 per cent in August and 5 per cent for the 8-month period compared to a drop of 5.0 per cent and 1.0 per cent respectively in the District.

Independent retail store sales in San Francisco for July—the latest U.S. Census Bureau figures available—were up 3.0 per cent and 8.0 per cent for the 7 months. Group sales for the 7-month period compared to a year ago were as follows: Food up 8.0 per cent; department stores 3.0 per cent; furniture and household furnishings 20.0 per cent; automotive 67.0 per cent; fitting stations 15 per cent; drug stores 15 per cent; lumber-building-hardware 19 per cent; white jewelry stores, florists, cigar stores, liquor stores (packaged goods), apparel stores, and eating and drinking places were below last year.

● WHOLESALE TRADE

Pacific Coast wholesalers' sales for the 7-month period of 1947, compared to the same period last year, were up 19 per cent, based on U.S. Census reports. Group sales were as follows: Automotive 14 per cent; drugs 35 per cent; dry goods 18 per cent; furniture 39 per cent; groceries 4 per cent; meat 57 per cent; lumber 45 per cent, and paper products 10 per cent. Sales of jewelry, tobacco, and leather were below last year.

● CONSTRUCTION

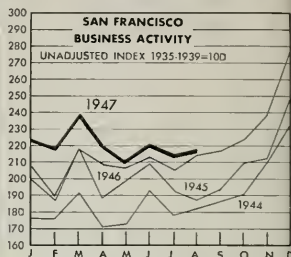
August building permits for San Francisco amounting to 755 and valued at \$3,187,302 were practically identical in number to August last year, but were up 13.6 per cent in value. New residential permits numbering 231 and valued at \$1,967,996 accounted for 62 per cent of the total value of permits issued during the month, and provided for 254 dwelling units, of which 208 were single-family units. New non-residential permits numbered 14, valued at \$383,100, and the largest single permit issued was to the Congregational Church in amount of \$140,000. Additions, alterations and repairs numbering 510 valued at \$836,206 accounted for the preponderance of the total number of permits issued during August.

● REAL ESTATE

Real estate sales for August in San Francisco, reported by Thomas Magee & Sons, numbering 1,664 and valued at \$19,270,032 were above the preceding monthly sales since March, 1947, in number of sales, but about equal to the monthly average value. Compared to last August, sales were down 8.4 per cent and value was off 16.6 per cent. Mortgages and deeds of trust issued against San Francisco real estate numbered 1,638 and amounted to \$15,098,383 and was about equal to the monthly average of the first 8 months. Real estate sales for the 8-month period totaled 12,688 and amounted to \$152,815,689, compared to 13,353 in number and \$190,848,789 in value for the same period last year.

● FINANCE

Financial transactions measured by August bank debits in San Francisco amounted to \$2,029,908,000 and practically equalled the monthly average for the first 8 months, but were 5.4 per cent above last August and the cumulative for the 8-month period was up 8.6 per cent. Postal receipts amounted to \$1,401,928 and were up 4.8 per cent compared to last August, while the 8-month cumulative was off 11.8 per cent. Shares traded on the San Francisco Stock Exchange during August amounted to 556,845 with value of \$9,658,876. This was the lowest month in number since August 1945 and in market value since October 1944. In August there were 5 commercial failures reported in San Francisco with liabilities of \$48,471 and assets of \$44,15, compared to 6 failures in the preceding month with liabilities of \$655,264 and assets of \$332,112.



● TRANSPORTATION

Freight car movements in the San Francisco-Oakland switching limits during August totaled 53,196 compared to 57,988 last August, carrying the 8-month cumulative to 412,516 or 3.9 per cent above the same period a year ago. August ship arrivals of 290 and ship departures of 298 were slightly below the preceding month, but arrivals were 5.5 per cent above last August and departures 1.4 per cent above. Net registered tonnage of ships showed greater increase with arrivals up 11.8 per cent and departures 9.2 per cent. Arrivals during the first 8-month period were up 21.2 per cent in number and 27 per cent in registered tonnage, while departures were up 23.3 per cent in number and 29 per cent in registered tonnage.

The San Francisco-Oakland Customs District reported exports for the first 6 months of \$208,500,000 or 83.6 per cent above the same period last year; and imports of \$86,400,000 or 113.9 per cent above a year ago.

● UTILITIES

Sales of electrical energy were off 5.1 per cent compared to a year ago but industrial and commercial gas sales were practically identical to August last year. Sales of electrical energy for the 8-month period were up 6.0 per cent and gas sales 5.0 per cent. Net gain in number of water consumers during the first 8-month period amounted to 2,192 or 26.6 per cent above last year. Tourist and settler inquiries received by the San Francisco Chamber of Commerce during the first 8-month period were up 63.3 per cent compared to the same period last year.

● MANUFACTURING INDUSTRIES

Production workers in manufacturing industries in the San Francisco-Oakland area, according to the State Department of Industrial Relations, for the 8-month period averaged 14.7 per cent above last year and employment in this field for the 8 months was up 27.5 per cent. August payrolls were up 11.1 per cent compared to last August but employment was off 1.2 per cent. Average weekly earnings in August amounted to \$59.92 compared to \$58.11 in July and \$53.21 in August last year. Average hourly earnings amounted to \$1.468 compared to \$1.485 in July and \$1.307 last August. Average hours worked per week in August were 40.8 compared to 39.1 in July and 40.7 last August.

(Continued on Page 4)

Survey of Business Conditions in San Francisco

August, 1947

BRANCH OF ACTIVITY	AUGUST 1947	AUGUST 1946	PER CENT CHANGE	8 MONTHS 1947	8 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY S. F. C. of C. Index 1935-39 Avg.=100.....	216.6	213.9	1.3	220.0	207.8	5.9
CONSTRUCTION PERMITS						
Total..... (number)	755	756	-0.2	5,463	5,759	-4.8
Residential, New..... (value)	3,187,302	2,806,424	13.6	27,739,453	30,864,355	-10.1
Dwelling Units..... (number)	231	253	-8.7	1,633	1,874	-12.9
Single Family Dwellings, New..... (value)	1,967,596	1,874,690	5.0	14,132,067	12,466,484	13.4
Non-Residential, New..... (number)	258	318	-20.1	13,450,602	15,296,871	-11.5
Additions, Alterations and Repairs..... (value)	208	197	5.6	1,452	1,538	-6.8
Real Estate..... (number)	1,666,096	1,168,740	42.6	11,191,667	8,803,234	27.1
Mortgages and Deeds of Trust..... (value)	383,100	219,869	74.2	5,603,122	9,676,376	-42.1
Real Estate..... (number)	510	483	5.6	3,671	3,648	0.6
Real Estate..... (value)	836,206	711,865	17.5	8,004,264	8,721,473	-8.2
REAL ESTATE						
Sales..... (number)	1,664	1,817	-8.4	12,688	15,353	-17.4
Mortgages and Deeds of Trust..... (value)	19,270,532	23,099,501	-16.6	152,815,689	190,848,789	-19.9
Mortgages and Deeds of Trust..... (number)	1,638	1,744	-6.1	12,990	15,819	-15.5
Mortgages and Deeds of Trust..... (amount)	15,098,383	15,651,692	-3.5	119,292,895	131,041,297	-9.0
RETAIL DEPARTMENT STORE SALES						
San Francisco..... (index)	243	242	0.4	231	226	2.2
FINANCE						
Bank Deposits..... (\$000)	2,029,908	1,926,748	5.3	16,290,084	14,995,999	8.6
Bank Clearings..... (\$000)	1,632,974	1,591,808	2.6	12,610,786	11,700,407	7.8
Postal Receipts..... (\$)	1,401,928	1,472,180	-4.8	13,450,602	15,296,871	-11.5
San Francisco Stock Exchange..... (no. shares traded)	356,845	375,299	-36.4	7,178,643	10,749,630	-33.2
San Francisco Stock Exchange..... (market value)	9,638,876	15,067,601	-35.9	104,711,110	162,938,495	-35.7
COMMERCIAL FAILURES						
Liabilities..... (\$)	48,471	79,910	-39.3	1,185,187	304,951	288.6
Assets..... (\$)	44,154	24,748	78.4	605,641	214,659	182.1
EMPLOYMENT & PAYROLLS—Bay Area (5 Co's.) (a)						
Employment..... (index)	164.7	166.8	-1.2	146.4	127.9	14.5
Payrolls..... (index)	310.4	279.5	11.1	265.9	208.5	27.5
NON-MFG. INDUSTRIES—(5 Co's.) (a)						
Laundrying, Cleaning, Dyeing..... (payroll)	(h)	(h)		(h)	(h)	
Wholesale Trade..... (payroll)	(h)	(h)		(h)	(h)	
Retail Trade..... (payroll)	(h)	(h)		(h)	(h)	
Hotels..... (payroll)	(h)	(h)		(h)	(h)	
PERMITS IN SAN FRANCISCO—C.S.E.S. (total)	4,166	5,093	-28.2	28,222	32,874	-14.2
Industrial Placements..... (number)	3,163	4,039	-21.7	20,751	25,133	-17.4
Commercial..... (number)	1,003	1,056	-5.0	7,471	7,741	-3.5
TRANSPORTATION						
Freight Car Movements..... (number)	21,247	24,149	-12.0	181,249	183,232	-1.1
San Francisco Airport Traffic..... (no. planes)	6,045(d)	4,837(d)	24.4	35,305(k)	30,060(k)	17.4
Express Shipments—Rail..... (no. passengers)	88,841(d)	84,831(d)	4.8	430,081(k)	452,434(k)	-11.8
Express Shipments—Air..... (number)	277,903	378,911	-26.7	2,239,778	3,066,634	-27.0
Air Mail Loaded..... (pounds)	17,435	17,401	0.2	146,586	136,114	7.7
Air Mail Loaded..... (pounds)	468,799(d)	406,827(d)	15.2	3,423,118(k)	4,291,244(k)	-20.1
WORLD TRADE						
Vessel Arrivals with Cargo..... (number)	290	275	5.5	2,470	2,038	21.2
Vessel Arrivals with Cargo..... (net registered tons)	1,363,312	1,219,757	11.8	11,334,352	8,925,177	27.7
Vessel Departures with Cargo..... (number)	318	308	3.2	2,672	2,072	23.5
Vessel Departures with Cargo..... (net registered tons)	1,342,930	1,230,106	9.2	11,441,908	8,870,984	29.0
Exports—Value..... (millions of dollars)	44.7(e)	35.1(f)	27.4	208.5(g)	156.1(g)	33.6
Quantity..... (millions of pounds)	357.8(e)	496.0(f)	-27.9	2,726.4(g)	2,749.4(g)	-0.6
Imports—Value..... (millions of dollars)	71.8(e)	71.1(f)	9.6	46.4(g)	40.4(g)	13.9
Quantity..... (millions of pounds)	62.0(e)	72.9(f)	-15.0	633.3(g)	441.0(g)	43.6
UTILITIES						
Electric Energy Sales Index..... (k.w.hrs.)	169	178	-5.1	193	182	6.0
Industrial and Commercial Gas Sales..... (cu.ft.)	1,054,591,400	1,053,897,200	0.1	8,991,837,100	8,564,061,500	5.0
Water Consumers..... (net gain)	276	362	-13.8	2,192	1,731	26.6
NEW DEVELOPMENTS						
Bay Bridge Vehicle Inquiries..... (number)	478	422	13.3	4,497	2,753	63.3
Bay Bridge Vehicle Crossings..... (number)	2,264,098	2,228,584	1.6	17,109,163	17,097,179	0.1
Golden Gate Bridge Vehicle Crossings..... (number)	823,643	730,074	12.8	5,214,662	4,794,571	8.8
DAILY RECEIPTS, FRUITS & VEGETABLES						
Butter..... (pounds)	2,586,935	2,938,882	-12.0	21,519,382	12,293,666	75.0
Cheese..... (pounds)	2,716,006	1,875,143	44.8	13,093,022	10,466,974	25.1
Eggs..... (cases)	75,078	82,978	-9.5	618,867	717,328	9.6
Poultry, Dressed..... (pounds)	1,057,488	2,150,281	-5.3	11,500,281	12,665,371	-9.2
Fruits and Vegetables..... (carlots)	2,247(d)	2,389(d)	-5.9	12,890(k)	13,602(k)	-5.2
LIVESTOCK SLAUGHTER (b)	169,428	184,977	-8.4	1,406,871	1,632,906	-13.8
Cattle..... (number)	43,400	42,661	1.7	335,407	335,027	0.1
Calves..... (number)	14,895	12,496	19.2	106,900	86,351	23.8
Sheep and Lambs..... (number)	79,360	95,073	-16.5	599,828	854,695	-29.8
Hogs..... (number)	31,773	54,747	-8.6	566,683	555,932	5.0
5. F. LIVING COSTS 1935-39 Avg.=100						
Food..... (index)	196.9(e)	155.5(f)	26.6	199.0(g)	150.3(g)	32.4
Apparel..... (index)	176.6(e)	152.6(f)	13.7	176.3(g)	148.6(g)	18.8
Rent..... (index)	106.1(e)	106.8(f)	-0.4	106.8(g)	106.4(g)	0.4
Fuel, Electricity and Ice (c)..... (index)	82.7(e)	89.5(f)	-7.7	82.5(g)	88.5(g)	-6.8
Gas and Electricity..... (index)	72.7(e)	77.7(f)	-6.4	72.7(g)	81.1(g)	-10.4
Other Fuel and Ice..... (index)	118.2(e)	113.2(f)	4.9	113.7(g)	113.2(g)	3.1
Furniture Furnishing Goods..... (index)	155.1(e)	132.0(f)	17.5	152.2(g)	130.8(g)	16.4
Miscellaneous..... (index)	148.1(e)	137.9(f)	7.4	147.8(g)	135.0(g)	9.5
All Items..... (index)	159.3(e)	137.8(f)	15.1	159.8(g)	134.5(g)	18.8

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) July—latest available.

(e) June, 1947—latest available.

(f) June, 1946.

(g) 6 months.

(h) 7 months period.

(i) Unavailable for survey.

(j) Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture, and Employment, and the United States Departments of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

Business Activity Thumb Nail Sketch

(Continued from Page 1)

New Industries and expansions reported in the Bay Area for August totaled 33 projects to cost \$12,297,700 and carried the 8 months' cumulative to 478 projects with outlays of \$84,702,000. Of the August total, 21 were expansions amounting to \$11,466,700, and 12 new plants with outlays of \$831,000. During the 8 months in Northern California 600 projects have been reported with outlays of \$100,251,525.

• LIVING COSTS

Living costs in San Francisco for the first 7 months were up 17.5 per cent, compared to the same period last year. The preliminary July Index for San Francisco at 158.0 was 0.8 per cent under the June Index of 159.3, but 9.4 per cent above July last year at 144.4.

Monthly reports of cost of living for individual cities, established as a wartime practice, has been discontinued except for a few cities selected by the U. S. Department of Labor. Hereafter complete reports on San Francisco will be available quarterly, according to the latest announcement.

Pacific Rural Press And California Cultivator Consolidate

Consolidation of California's two farm papers, effective February 1, 1948, was announced last week jointly by the Pacific Rural Press and the California Cultivator.

• The name of the consolidated paper will be the California Farmer, which was founded in 1854 by Colonel James L. LaFayette Warren and published until 1924, when it was purchased by the Pacific Rural Press and merged with the latter paper. The new consolidation represents the oldest farm paper in the West.

John E. Pickett, editor of the Pacific Rural Press, and Jack Klein, editor of the California Cultivator, will head the new farm paper.

Home office of the California Farmer will be San Francisco and complete advertising and editorial offices will be maintained in Los Angeles as well.

Importance to Area of Mass Transportation Stressed in Talk

C of C Executive To Head National Aeronautics Group

Election of Kenneth R. MacDonald as president of the San Francisco Bay Area Chapter of the National Aeronautics Association, was announced this week by the San Francisco Chamber of Commerce.

• MacDonald is manager of the Aviation Department of the Chamber.

Fred Ellsworth, a member of the aviation department of the Shell Oil Company, was elected first vice-president.

Rox D. Penlon, private flyer, was named second vice president.

Richard de Graça, an investment broker and private flyer, was re-elected secretary-treasurer of the chapter.

The retiring chapter president, Weldon Vance, automatically becomes a member of the Board of Directors of the group. Vance is assistant general manager of the Berkeley Chamber of Commerce.

Other members of the Board are: Perry H. Taft, San Francisco attorney; Walter J. Pierce, a member of the aviation department of Standard Oil of California; Clyde Barnett, general manager of Bridgeford Flying Service in Napa; Miss Ethel E. M. Boyd, San Jose high school teacher; Miss Edythe Welchbaum, private flyer; and Charles Worthley, district airport engineer for the Civil Aeronautics Administration.

Chamber Section Pays Tribute to Industry

Continued expansion of the San Francisco Bay Area electronics industry was urged by members of the Electronics Section of the Chamber's Industrial Department at their meeting last week.

• The session was held at the Whitecomb Hotel in conjunction with the Third Annual Electronics Trade Show which was sponsored by the West Coast Electronic Manufacturers Association.

E. A. Whitehead of the General Electric Company presided at the meeting which was followed by a tour of the electronic exhibits.

Relationships between mass transportation and the San Francisco Bay crossing problem were outlined in an address at last week's meeting of the San Francisco Breakfast Club by G. L. Fox, Manager of the Chamber's Industrial Department.

• Fox reviewed the transportation problems by which the Bay Region is confronted and analyzed additional Bay crossing projects proposed by the State Department of Public Works and the Joint Army-Navy Board.

The objectives to be accomplished through an additional Bay crossing will be most completely fulfilled through the plan advocated by the Joint Army-Navy Board, Fox said. He claimed that any plan for an additional Bay crossing must be completely formulated to include adequate approaches and other appurtenances which will permit use of the full capacity of the main crossing structure without undue hazards or delays to trans-Bay traffic or the internal traffic of the cities at each end of the crossing.

In discussing the relative merits of a bridge parallel to the present structure and the plan advocated by the Army-Navy Board, Fox quoted the Board as reporting "the factor that concentrates traffic on the east side of the Bay and results in congestion is the present bridge, toward which focal point all traffic must move to cross the Bay. To place a second structure adjacent to the existing bridge would increase this concentration and congestion . . .

" . . . a southern crossing would result in less congestion, provide a more flexible component of an overall general plan, be less vulnerable to common damage and afford better opportunities for parking areas . . ."

House Public Works Group To Be Honored At C of C Dinner

A dinner honoring members of the House Public Works Committee and its chairman, George A. Dondero of Michigan, will be held Monday, October 6, at the Fairmont Hotel, it was announced today by the San Francisco Chamber of Commerce.

• The Chamber will sponsor the dinner which will be attended by city officials and Congressmen.

The House Public Works Committee will arrive in San Francisco October 5 for an investigation of rivers, harbors, and other public works of interest to the Federal government.



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NOTES from the Chamber's WASHINGTON OFFICE

JOINT COMMITTEE FOR AMERICAN MERCHANT MARINE

There was organized in Washington yesterday, as a result of numerous conferences, a Joint Committee for the American Merchant Marine. It will be the function of that Committee, at least in its early stages, to assist in the dissemination of all available information on the Merchant Marine as presently constituted and as is necessary to serve the United States in peacetime and to act as a powerful auxiliary in time of war.

A great many organizations, such as the National Federation of American Shipping, the American Legion, the shipyard workers, the naval architects, and the shipbuilders, all have their individual programs designed to awaken public consciousness as to the status and the need of a modern Merchant Marine. The Joint Committee for the American Merchant Marine will, in no wise, duplicate any of these programs but rather will assist in dissemination of information and to endeavor to prevent overlapping and duplication.

From time to time, the Committee will also call attention to various problems affecting the American Merchant Marine, such as the proposal now being advanced to turn over a great many of the surplus American cargo vessels to Germany and Japan for operation in competition with the American Merchant Marine.

The movement to set up this Committee was inaugurated last April at the Annual Meeting of the Chamber of Commerce of the United States, at which time Mr. Louis B. Lundborg, General Manager of the San Francisco Chamber, was named a member of the Steering Committee, appointed to perfect an organization. Mr. Lundborg has been represented on the Steering Committee by the Manager of the Washington Office, Mr. Frank McKee.

City's Progress Bond Program Endorsed By S. F. Chamber

Backing for the "Progress Bonds" came today from the San Francisco Chamber of Commerce.

● Approval of 37-million dollars worth of water and recreation bonds completed Chamber endorsement of the entire Progress Bond Program.

City-Wide Traffic Safety Campaign Mobilized

Mobilization of a city-wide traffic safety campaign was begun this week by the San Francisco Chamber of Commerce.

● Carl J. Eastman, Chamber president, announced that the Traffic and Highway Committee of the Chamber had held a special safety conference on Tuesday, October 7.

The conference was attended by representatives of the School Department, Police Department, Junior Chamber of Commerce, California State Automobile Association, City Administration, San Francisco Chapter of the National Safety Council, Protestant, Catholic and Jewish churches, Public Utilities Commission, and the Public Health Department.

Edward L. Turkington, vice chairman of the Chamber's Traffic and Highway Committee, pointed out that the conference was called to mobilize community support to decrease San Francisco's traffic accidents.

Chamber Staff Member Resigns

The San Francisco Chamber of Commerce will lose one of its pillars soon.

● Miss Eleanor Brady, popular information officer of the Chamber's Research Department, leaves the Chamber this month after serving for many years on the staff. Miss Brady will be married in the near future.

"Miss Brady has been one of the valuable assets of the Chamber of Commerce for many years," said R. K. Koerber, Research Department manager. "Her departure will be a genuine loss to us all. She leaves, however, with the best wishes of the whole Chamber staff for her happiness."

Today's action by the Chamber's Board of Directors endorsed a 25-million dollar progress bond issue to increase the capacity of San Francisco's present source of water supply and a 12-million dollar progress bond program for the modernization of the city's recreational facilities.

Endorsement of other "progress" bonds concerning traffic, transit and parking facilities were approved by the Chamber's Board at its September 18 meeting.

● Carl Eastman, Chamber president, pointed out that passage of the water bonds would assure an adequate city water supply until at least 1965.

"It is essential that the bond issue be successful if San Francisco is to have a water supply sufficient to meet the demands of the immediate future," Eastman said.

The funds will be used to construct pipelines across the San Joaquin Valley and around the southern end of San Francisco Bay to supplement the present two trans-bay pipelines which lead to the peninsula reservoirs.

The 12-million dollar recreation program calls for 55 specific improvements in the present recreation system.

"Adequate recreational facilities constitute one of the city's major safeguards against the rising tide of juvenile problems and a sound method by which our citizens can meet their obligation to growing children by affording them the finest opportunities for physical and mental development," Eastman said.

City's Expanded Airport Officially Dedicated

Marking San Francisco Airport's transition into an international air terminal, dedication ceremonies were held last Friday at the site of a new administration building to be constructed.

● Among the civic, business and military leaders attending were W. P. Fuller Brawner, vice president, San Francisco Chamber of Commerce; Louis B. Lundborg, Chamber general manager; and Kenneth R. MacDonald, manager of the Chamber's Aviation Department and its Municipal Affairs Committee.

In a dedicatory address, E. V. Mills, chairman of the 1945 \$20,000,000 airport bond issue committee, reviewed the airport's history and praised the Bay Area Aviation Committee and Chamber's Aviation Committee for the part they played in making the new airport possible.

SAN FRANCISCO TAX CALENDAR—FOURTH QUARTER 1947

CITY - STATE - FEDERAL

Compiled by the Research Department, San Francisco Chamber of Commerce

CITY - STATE SECTION

Date	Interested Parties	Act Required	Responsible Agency
Each Month This Day			
1	Common carriers	File report and pay tax on distilled spirits sales for second preceding month.	State Bd. of Equalization
1	Motor vehicle fuel distributors	File and pay tax for second preceding month.	State Bd. of Equalization
15	Commercial carriers	File report of alcoholic beverages imported during preceding month.	State Bd. of Equalization
15	Distilled spirits manufacturers, mfrs. agents, wholesalers, rectifiers and brandy mfrs.	File and pay tax for preceding month.	State Bd. of Equalization
15	Beer and wine mfrs. and importers	File return and pay taxes for preceding month	State Bd. of Equalization
15	Producers and brokers	File report for preceding month	State Bd. of Equalization
15	Users of Diesel fuel in motor vehicles	File report and pay tax for preceding month	State Bd. of Equalization
20	Motor vehicle transportation operators	File return and pay tax for preceding month	State Bd. of Equalization
Oct. 15	Off-sale general licenses	File report for quarter ended 9-30 and pay required additional license fee	State Bd. of Equalization
15	Retailers and purchasers of tangible personal property subject to tax	File return and pay tax for quarter ended 9/30	State Bd. of Equalization
Nov. 15	Insurance companies	Pay taxes	State Controller
Dec. 5	Private car owners	Pay taxes	State Bd. of Equalization
5	Property owners	Pay first installment real property taxes	S. F. City, County Tax Collector
15	Taxpayers	Pay third installment if taxes on calendar year basis	State Controller
31	Producers and brokers of motor vehicle fuel	Pay fee and apply for license for ensuing year	U. Nderhill 1-8700

FEDERAL SECTION

Date	Interested Parties	Act Required	Responsible Agency
Each Month This Day			
10	Employer	Payment to authorized depository by employers who withheld more than \$100 during previous month.	Collector of Int. Rev.
15	Brokers, dealers, etc.	File returns covering stocks and bonds transactions for preceding month, accounting for stamps for stamp taxes	Collector of Int. Rev.
15	Individuals	Individuals whose fiscal year begins the first of any month except January—file deductions and make first payment on 15th of second month following; the first amendment and second payment are due on 15th of the fifth month following; the second amendment and third payment on the 15th of the eighth month following; final amendment and payment the 15th of the 12th month following; with final return due the 15th of the 14th month following.	Collector of Int. Rev.
15	Corporations, estates and trusts	Corporations, estates and trusts whose fiscal year ends with end of any month other than December 31—Income and excess profits tax returns are due 15th of the third month following the end of the fiscal year, also the first of the quarterly payments are due on the same date and the succeeding quarterly payments the 15th of every third month.	Collector of Int. Rev.
Last day	Retailers, mfrs. amusements, cabarets	File return for preceding month and pay tax due for admissions, dues and misc. taxes, including Retailers' Excise Tax.	Collector of Int. Rev.
July 31 and Oct. 31	Employer	File quarterly return and make payment of taxes withheld during preceding quarter.	Collector of Int. Rev.
Sept. 15 and Dec. 15	Corporations, estates and trusts	Quarterly payment due on 1946 income taxes reported for calendar year.	Collector of Int. Rev.
Sept. 15 and Jan. 15 '48	Individuals (except farmers)	Amended Return and quarterly payment due on 1947 estimated income.	Collector of Int. Rev.

LOCATION OF LOCAL OFFICES OF RESPONSIBLE AGENCIES:

Assessor, City and County of San Francisco.	City Hall, Civic Center	HEmlock 1-5200	California State Franchise Tax Commissioner.	540 Van Ness Avenue	U'nderhill 1-7234
Tax Collector, City and County of San Francisco.	City Hall, Civic Center	HEmlock 1-2121	California State Motor Vehicle Department.	160 South Van Ness Ave.	Market 1-4820
California State Board of Equalization.	State Bldg., Civic Center	U'nderhill 1-8700	U. S. Collector of Internal Revenue	100 McAllister St.	KL 2-2833

Tax Calendar—First Half Year—Presented in Bay Region Business Issues Jan. 23 and April 10, 1947

Annual Agricultural Meeting Planned For S. F. By Chamber

Inauguration of an annual San Francisco Agricultural and Business Conference was announced this week by Robert Di Giorgio, chairman, Agricultural Committee of the San Francisco Chamber of Commerce.

● **Purpose of the Conference**, which will be held in February, is to explore mutual problems of San Francisco business and neighboring agricultural areas. Participants will be San Francisco businessmen and farmers throughout Northern California.

In making the announcement, Di Giorgio revealed the appointment of John E. Pickett, editor Pacific Rural Press, and former chairman of the Chamber's Agricultural Committee, as chairman of the Conference Committee.

"The annual meeting will implement the present program of the Chamber's Agricultural Committee by getting San Francisco businessmen and farmers together around the conference table to solve mutual problems," Di Giorgio said.

Carl J. Eastman, Chamber president, pointed out that agriculture is Northern California's greatest industry. "The yearly conference of farmer and businessman

Chamber Group Sees Fire Demonstration

Members of the Fire Safety Committee of the San Francisco Chamber of Commerce, together with the Phoenix Society, attended a fire fighting demonstration at Oakland Naval Supply Depot last night at the invitation of Rear Admiral John J. Gaffney.

● **Prior to the demonstration**, the Chamber group, headed by Chairman Carl Livingston, attended a dinner meeting of the Phoenix Society, an organization interested in fire prevention.

will give both groups an opportunity to work even more closely together and further strengthen their present friendly relations."

Area Gets Its First Commercial Helicopters

Two Bell Aircraft helicopters arrived at Oakland Airport last week, giving the San Francisco Bay Area its first commercially operated helicopters, it was revealed by Elmer Schlesinger, president of Helicopter Services of California.

● They will be used in electric power line and pipe line patrolling, crop dusting and other commercial work to which the helicopter is suited, according to Schlesinger.

"Besides being used for crop dusting, line and pipe patrolling, helicopters have successfully been used for mining and exploration, forest ranging and timber patrolling, merchandise and postal delivery, for rescue work at sea and in places inaccessible to other forms of transportation," Schlesinger said.

"The Bay Region will be among the first metropolitan areas in the country to have such a service."

Year-Round Fire Prevention Urged

A year-round fire prevention campaign to halt steadily rising annual fire losses was urged today by the Fire Safety Committee of the San Francisco Chamber of Commerce.

● Carl Livingston, committee chairman, declared, "It has been estimated that our annual fire loss will top a billion dollars by 1951 unless drastic action is taken. But action is ineffective unless it has the whole hearted cooperation of citizens. If every person will share the responsibility in this campaign by observing the simple rules of fire prevention, we will go a long way toward lessening the fire threat to our nation."

The Chamber's Fire Safety Committee is being joined in this drive by the Junior Chamber of Commerce, Safety and Transportation Committee, of which Loren Sommer is chairman. Said Sommer, "Fire is as great a cause of death as traffic accidents. But, as citizens, we can stem the rising tide of death and destruction by fire by eliminating all possible cause of fires in our own homes and places of business."

Street Elected To Trade Association Post

D. P. Street, managing director, Retail Merchants Association of the San Francisco Chamber of Commerce, has been elected secretary-treasurer of the Northern California Trade Association Executives.

● Also elected to office for one-year terms were: President, Al Brandhofer, manager, Automotive Maintenance & Garage Association; and Vice President, Le Roy Smith, manager, California Hardware Association.

CHAMBER-DISTRICT CONFERENCE



Left to right: Carl J. Eastman, president, San Francisco Chamber of Commerce; Jack Seligman, president, Polk-Van Ness-Larkin Merchants Association; O. C. Hansen, president, World Trade Center, Inc.; and Ray McConnell, vice president of the Chamber's Retail Merchants Association. Occasion was the first in a new series of joint Chamber-district luncheons.

OIT Official Sees S. F. Foreign Trade Zone Site

Discussion of plans for San Francisco's Foreign Trade Zone with George L. Bell, Associate Director, Office of International Trade of the United States Department of Commerce, was revealed today by the San Francisco Chamber of Commerce.

● Bell, en route to Washington from a West Coast Commerce Department meeting in Seattle, visited the proposed trade zone site with G. A. Gumbrecht, chairman of the foreign trade zone committee of the Chamber, Alvin C. Eichholz, manager of the World Trade Department of the Chamber and harbor department officials.

Bell conferred with the Chamber committee, members of the Board of State Harbor Commissioners and their staff regarding up-to-date economic information of San Francisco harbor. This information was recently requested by the Foreign Trade Zones Board.

In answer to the request the Board of Harbor Commissioners will shortly forward this detailed information concerning the port to the Foreign Trade Zone Board in Washington.

Bell is a member of the Board of Alternates of the Foreign Trade Zones Board.

Chamber Meets With Geary and Clement Merchants

Over 50 members of the Polk-Van Ness-Larkin Merchants Association and the San Francisco Chamber of Commerce attended the first in the 1947 series of joint Chamber and district merchants luncheons held Wednesday, October 1.

● Second in the series, which was held yesterday at Koffee Kup Restaurant, was attended by the Greater Geary Boulevard Merchants and Property Owners Association, Clement Street Merchants Association and Chamber directors and staff members.

In line with the Chamber's feature of presenting prominent speakers on key civic projects, F. P. Barnes of the Electronics Department of General Electric Company discussed the outlook for television in the Bay Area.

Also appearing on the program was George G. Montgomery, Chamber vice president. Ray McConnell, vice president Chamber's Retail Merchants Association, Tony Ignoffo, president, Clement Street Merchants Association and B. A. Bridges, president, Greater Geary Boulevard Merchants and Property Owners Association, co-presided at the meeting.

Non-Metallics Mineral Conference in S. F. October 23

Opportunities for expansion of the non-metallic mining and related manufacturing industries in California will have specialized attention at a Non-Metallic Minerals Conference in San Francisco on October 23.

● The conference is being sponsored by the Non-Metallics Section of the San Francisco Chamber of Commerce Mining Committee and the Industrial Minerals Division and the San Francisco Section of the American Institute of Mining and Metallurgical Engineers.

The conference will open at 9:00 A.M. at the Civic Auditorium and continue throughout the day.

This conference will be one of a number of technical affairs being held in San Francisco in conjunction with the Pacific Chemical Exposition.

C of C Mining Group Meets at Grass Valley

San Francisco's interest in the mining industry was demonstrated when the San Francisco Chamber's Mining Committee held its regular monthly meeting at Grass Valley in cooperation with the Grass Valley Chamber of Commerce.

● More than 70 persons from Nevada and Sierra counties participated in the session with more than 30 members of the San Francisco committee. The program was devoted to a review of the status of the mining industry and specific plans whereby San Francisco interests may be more helpful.

Bert C. Austin, Chairman of the San Francisco group, headed the delegation for which Robert M. Searls was the principal speaker.

Other speakers included George Hallock of Grass Valley, a member of the State Mining Board and President of the California Hydraulic Mining Association; Roy E. Tremoureaux, Chairman of the San Francisco committee's Non-Metallics Section; Richard Bennett of the 16-1 Mine; Lewis Hueland, President of the Sierra County Chamber of Commerce; Roy R. Fox, Executive Secretary of the Grass Valley Chamber; Dave Mattman, Chairman of the Grass Valley Mining Committee; Neal O'Donnell, General Manager and Vice President, Idaho-Marland Mines Corporation; Hopkins Fitzpatrick, General Manager, Empire-Star Mining Company; Phil R. Bradley, Jr., Chairman of the State Mining Board; Worthen Bradley, Chairman of the California section, American Mining Congress; Alfred Ransome, U. S. Bureau of Mines; Dr. Stanley Trask and Clarence R. King, State Division of Mines; G. L. Fox, Secretary of the San Francisco Chamber's Mining Committee, and others.

Chamber Executives Join Fashion Group's Flight to Paris

Carl J. Eastman, president, San Francisco Chamber of Commerce, and Carroll Snyder, manager of the Chamber's Domestic Trade Department, have joined the group of San Francisco apparel manufacturers, civic leaders, and press and radio representatives who will take off to-

State Urged to Act on Southern Bay Crossing

Immediate State action toward construction of a southern bay crossing was sought today by the San Francisco Chamber of Commerce.

● In a letter to Governor Earl Warren, Carl J. Eastman, Chamber president, urged the Governor to direct the State Toll Bridge Authority to formulate and execute plans for the crossing, including estuary tubes and a marginal freeway in San Francisco, as proposed by the Joint Army-Navy Board. Plans could include such modifications as further studies may justify, Eastman added.

"We believe that any Bay crossing plan which is adopted should be entirely complete, providing not only a Bay crossing proper, but also adequate approaches and other appointments essential to the safe accommodation of Bay Area traffic," Eastman declared.

Official city action toward the same goal came this week from the Board of Supervisors, which passed a resolution approving the Army-Navy Board site. Voting unanimously on the southern crossing, the Board urged immediate action by the State Toll Bridge Authority toward construction of the crossing.

Redwood Group Meets to Discuss Highways

How to obtain additional State and Federal highway construction appropriations and eliminate existing bottlenecks and traffic hazards on Redwood Empire highways will be discussed at the Inter-county Highway Conference during the Redwood Empire Association's annual convention at Hoberg's in Lake County from October 15-17, according to George Hoberg, president of the Association.

● County supervisors and commissioners, city officials, civic, grange and other organization representatives will be present at the conference, together with directors of the Association and of the Golden Gate Bridge and Highway District.

tomorrow on the first leg of a flight to Paris for showing of San Francisco-made styles.

● Following a bon voyage party, the delegation will depart for New York, where they will join members of the New York press making the Paris flight. While there the local manufacturers will be hosts at a cocktail party for the New York press.

Following arrival in Paris on October 13, local manufacturers will hold a clinic with French manufacturers of fabrics and trimmings on October 15.

On Friday, October 16, the main fashion show will be presented in the Grand Ballroom of the Hotel George V for an audience including members of the American press, European press, representatives of the French Couture, the French government, attaches from European embassies stationed in Paris, in addition to Paris and London industrial leaders. A collection of over 100 San Francisco fashions specially designed for the Paris showing will be presented.

The delegation will stay in Paris eight days, returning to San Francisco October 23.

C of C Nominating Committee Named

Appointment of Arthur W. Towne, vice president and manager, Blake, Moffitt & Towne, as chairman of the Nominating Committee of the San Francisco Chamber of Commerce to nominate Directors for 1948, was announced today by Chamber President Carl J. Eastman.

Other committee members include: Charles R. Blyth, president, Blyth & Company, Inc.; R. D. Carpenter, vice president, I. Magnin & Company; George H. Jess, vice president, Pacific Telephone & Telegraph Company; Wilson Meyer, president, Wilson & George Meyer & Company; Carl F. Schuster, president, Acme Breweries; and Brayton Wilbur, president, Wilbur-Ellis Company.



Bay Region Business

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NOTES

from the Chamber's

WASHINGTON OFFICE

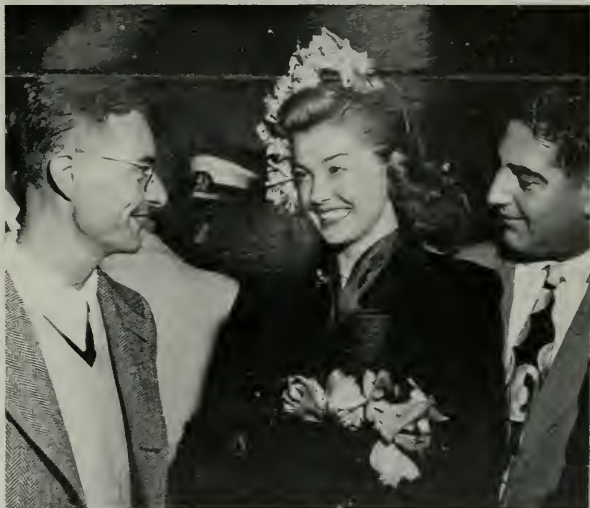
● REPORT ON THE ARMY SUPPLY DEPOT

A recent announcement by the Army Department that the Benicia, Tracy, and Lathrop depots would remain open was received by this office with real pleasure. It appears, in discussing this problem with the Army authorities, that originally there had been planned four great depots—Atlanta, Columbus, San Antonio and Ogden. Numerous of the minor depots throughout the country were to be deactivated as their current supplies were exhausted. It appears that there were no plans instantaneously to close the minor depots, but rather not to replenish their stocks.

Strangely enough, the plan of consolidating the depots is working very well, according to the Army, so far as Atlanta, Columbus and San Antonio are concerned. But subsequent studies disclosed freight-rate structures would have worked to a disadvantage in the plan of the Army to distribute everything from Ogden and the net result would have been an increase in the cost of operating in the Pacific and Mountain States, rather than effecting a savings as is being done in the other three areas.

This may not be the close of this particular issue. Congressman Jack Z. Anderson's subcommittee of the House Armed Services Committee has been and is holding hearings on the use and possible consolidation of facilities throughout the United States. The report of his group may bring about the reopening of this question at a later date.

PARIS BOUND



Pictured at San Francisco Airport prior to take-off for Paris are Carroll Suyker, manager, Domestic Trade Department, San Francisco Chamber of Commerce; Actress Esther Williams; and Adolph P. Sekuman, president, San Francisco Manufacturers and Wholesalers Association. Suyker and Sekuman were members of the local apparel delegation which flew to Paris for showings of San Francisco fashions.

Chamber Luncheon To Honor Chemical Industry . . .

New facts about chemical industry trends and developments on the Pacific Coast will be revealed at a "Salute to the Chemical Industry" luncheon in San Francisco on October 21, as was announced today by the San Francisco Chamber of Commerce.

● Sponsored by the Chamber and the San Francisco Section of the American Chemical Society, the luncheon will be held at the St. Francis Hotel and will celebrate the opening of the first Pacific Chemical Exposition to be held in

San Francisco, October 21 to 25 inclusive.

"Chemical Industry's Effect on California's Future" will be the subject of the major address to be delivered by Carl F. Wente, Senior Vice President, Bank of America N. T. & S. A. W. P. Fuller Brawner, Chairman of the Chamber's Industrial Committee and Vice President and Treasurer of W. P. Fuller & Company, will be Chairman of the Day. A welcome by Mayor Roger Lapham, the introduction of distinguished visitors and other features are programmed.

Tickets for the luncheon may be secured in advance from the San Francisco Chamber of Commerce, 333 Pine Street.

CHAMBER-MERCHANTS LUNCHEON



Left to right: Tony Ignoffo, president, Clement Street Merchants Association; George G. Montgomery, vice president, San Francisco Chamber of Commerce; George Krug, vice president, Park-Presidio Lions Club; Ray McConnell, vice president of the Chamber's Retail Merchant Association; B. A. Bridges, president, Greater Geary Boulevard Merchants and Property Owners Association; F. P. Barnes, General Electric Company; and Charles J. Malinowski, president, Golden Gate Kiwanis Club.

Chamber-Irving Street Merchants Luncheon Today

Over 90 members of the Greater Geary Boulevard Merchants and Property Owners Association, Clement Street Merchants Association and San Francisco Chamber of Commerce attended the second in the new series of joint Chamber-district merchants luncheons, Wednesday, October 8.

● The Irving Street Merchants Association will meet with Chamber directors and staff members at a noon luncheon today at the Parkwood Cafe, 2000 Irving Street.

Featured speaker will be Lovell Garrison, publicity representative for General Electric Company on the West Coast, who will discuss "What's New in Science and Engineering."

George G. Montgomery, Chamber vice president, will also appear on the program. Gregory Higuera, president, Irving Street Merchants Association, and Ray McConnell, vice president of the Chamber's Retail Merchants Association, will co-preside at the meeting.

CORRECTION

In a recent issue of Bay Region Business, the new address of the Western Exhibitors Association was listed as 355 Market Street.

● The correct address is 1355 Market Street, Room 957. The telephone number is UNDERhill 1-2727, Extension 687.

Bay Area Group At National Trade Meeting

Bay Area leaders in world trade and shipping will participate in the 34th National Foreign Trade Convention, to be held in St. Louis October 20, 21 and 22.

● Chairman of the General Session on Imports will be Brayton Wilbur, president, Wilbur-Ellis Company, and former Chamber president; O. C. Hansen, partner, Frazar and Hansen, and president, World Trade Center, Inc., will participate in the Forum on Current Trade Problems; and Alvin C. Eichholz, manager of the Chamber's World Trade Department, will take part in both the Education Session and the Foreign Trade Clubs and Organizations Group Session.

The San Francisco delegation to the Convention also includes: W. L. Guthrie, assistant vice president, Bank of America; W. F. Minehan, vice president, Bank of America; Lyford Morris, manager of the Oakland Chamber's World Trade Department; Frank Kugelberg, vice president, Williams Dimond and Company; C. A. Reali, general traffic manager, General Steamship Corporation; Gordon Graham, export manager, Avoset Incorporated; M. J. Buckley, vice president, American President Lines; H. Alvarez, manager, export division, Golden State Company, Ltd.; John R. Wagner, vice president, Pacific Far East Line, Inc.; M. A. Cremer, manager, Marine Exchange; Al Papworth, assistant to president, Pacific Far East Line, Inc.; and John E. Fields, Far East Trader.

Study Sought For State Water Resource Development

Increased demands on Northern California's water resources by heavy population and industrial growth brought a recommendation today from the San Francisco Chamber of Commerce for a program of water resource development.

While the necessity of conserving California water resources has long been recognized, the Chamber pointed out that there has been no comprehensive planning by boards of engineers since 1930. Furthermore, the Chamber declared, growth has exceeded expectations and the results have been exaggerated by a dry year.

● To make adequate provision for relief of the water situation in Northern California, the Chamber's Special Projects Section, headed by Edward Rambo Browne, has proposed that:

1) A request be made to Governor Warren's Water Resources Board for a study leading toward legislation directing a state agency to concern itself with domestic and industrial water requirements;

2) All steps be taken to bring about execution of the water supply features of the Central Valley Project;

3) A preliminary survey be undertaken to determine the feasibility of sponsoring a water resources study of the 12 Bay Area counties leading toward outline of a program for their development; and

4) Special attention be given to technological developments to make use of bay and ocean water for domestic and industrial purposes and reclaimed sewage for industrial purposes.

Browne pointed out that without adequate provision for relief, communities throughout the Bay Region and elsewhere in Northern California are currently faced by water shortages.

"While San Francisco's prospects of continued adequate water supply are better than those of other communities," he said, "the economic well-being of this city is largely dependent on the welfare of the surrounding communities."

NAW Holds First West Coast Meeting

Meeting for the first time on the Pacific Coast, the National Association of Wholesalers, headed by its president, Joseph Kolodny, and executive vice president, Chester C. Kelsey, held a luncheon meeting for Bay Area wholesalers yesterday at the St. Francis Hotel.

● Purpose of the meeting was to enable local wholesalers to discuss problems of common interest to all and to acquaint the Association with the needs of the industry in this area.

"WHAT'S AHEAD FOR THE U. S. A.?"

AN ANALYSIS

By

Merryle Stanley Rukeyser

Lecturer, Journalist, Economist and Author

Nationally Syndicated Economic Columnist for International News Service



SPONSORED BY:

SAN FRANCISCO CHAMBER OF COMMERCE
SAN FRANCISCO COMMERCIAL CLUB

At Luncheon in the Commercial Club

Thursday, October 30, 1947

SAN FRANCISCO CHAMBER OF COMMERCE
333 Pine Street, San Francisco 4, California

Please reserve..... place(s) for me at \$1.75 each
at luncheon honoring Merryle Stanley Rukeyser on Thursday, October
30, 1947, in the San Francisco Commercial Club, at 12 noon.

*(Kindly enclose self-addressed envelope for forwarding tickets.)
(Telephone reservations accepted.)*

Name.....

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Address.....

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\$.....

**Tables are not reserved, but tickets must
be purchased in advance. Members will
be taken care of to the limit of capacity,
but it will be to your advantage to make
reservations early before ticket sales are
opened to the general public.*



Price \$1.75 per plate
(\$1.71 plus 4c tax)

Livestock Show Plans Discussed at Meeting

Plans for the coming Grand National Livestock Exposition were reviewed at a special luncheon, Tuesday, October 14, at the Bellevue Hotel.

● **The luncheon**, sponsored by the Chamber and No. 1-A District Agricultural Association, featured brief talks on the various phases of Grand National activities. Roland Tognazzini, a director of the Association, was the principal speaker. The Exposition is scheduled for November 1 through 9.

Directors of the 1-A District Agricultural Association, sponsors of the Grand National; members of the San Francisco Legislative Delegation; San Francisco Board of Supervisors; and members of the Agricultural Committee of the Chamber were present at the luncheon.

Mineral Experts on Conference Program

Sixteen leaders in the minerals field will participate in the program of the Non-Metallic Minerals Conference being held Thursday, October 23, in conjunction with the Pacific Chemical Exposition.

● **The Conference** opens at 9:00 a.m. at Civic Auditorium, and is sponsored by the Non-Metallics Section of the San Francisco Chamber of Commerce Mining Committee, the Industrial Minerals Division and the San Francisco Section of the American Institute of Mining and Metallurgical Engineers.

Speakers will include: Ben M. Page, School of Mineral Sciences, Stanford University; Leon D. Collins, Engineering Department, Pacific Coast Aggregates, Inc.; Clarence R. King and Clarence A. Logan, California State Division of Mines; P. C. Valentine, Del Monte Properties Co.; Waldemar F. Dietrich, Campo del Mar Pottery Co.; Dr. J. L. Giltson, Industrial Minerals Division, AIME; Louis R. Moretti, Consulting Engineer and Manager, Industrial Minerals and Chemical Company; Richard J. Anderson, Managing Engineer, Raw Materials Survey, Inc.; L. A. Parsons, Consulting Technologist, Calaveras Cement Company; and G. L. Fox, Manager, Industrial Department, San Francisco Chamber of Commerce.

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NEW S. F.-CHINA FLIGHT



Photographed on arrival at San Francisco Airport are members of the Chinese delegation making the inaugural flight of China National Aviation Corporation's new trans-Pacific service. The delegation was met by representatives of the Chamber, the local Chinese community and the Far Eastern Council of Commerce and Industry and were feted at a reception given by Chinese Consul General T. K. Chang.

Candidates To Speak at Public Meetings Here

All candidates for municipal offices at the November 4 election will appear at the last two public meetings in the series being sponsored by the San Francisco Junior Chamber of Commerce and the San Francisco Center of the California League of Women Voters.

● **Candidates** will present short talks to groups at Roosevelt Junior High School in the Richmond district on Tuesday, October 21; and at Galileo High School in the Marina on Tuesday, October 28.

More than 30 candidates for the offices of Mayor, Supervisor, Municipal Court Judge, Sheriff and District Attorney will participate in the meetings which will begin at 7:30 p.m.

Removal of CVP Limitation Sought

Removal of the 160-acre limitation clause of the Central Valley Project was favored by the Board of Directors of the San Francisco Chamber of Commerce at a recent meeting.

● **The Board** action was taken after a sub-committee of the Chamber's Agricultural Committee made a study of the issue, conducting hearings of organizations favoring and opposing the 160-acre limitation. The sub-committee's recommendations were approved by the Agricultural Committee and then adopted by the Chamber's Board.



Bay Region Business

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NOTES

from the Chamber's

WASHINGTON OFFICE

• WARNE IN SAN FRANCISCO

Mr. William Warne, Assistant Secretary of the Interior, has informed this office that he will be in San Francisco on November 4th to discuss many problems now being considered by the Department of the Interior. Conferences have been arranged with Mr. Warne and various members of the staff of the Chamber. Others interested in discussing Interior Department problems with Mr. Warne are urged to contact Miss Marie Hogan, Secretary of the Chamber, for appointments.

• TAXATION OF FEDERAL PROPERTY

Many conferences have been held recently for the purpose of designing legislation which can be given nation-wide support covering the taxation of federally-owned lands. This entire problem is of great interest to county officials particularly since they are faced with the responsibility of raising funds to support county government with the tax base being narrowed rather than broadened.

• INCOME TAX RATES

As the result of numerous hearings which have been held in Washington and meetings throughout the country, general understandings are now being reached at least on a tentative basis as to a number of changes which will be made in some of the tax laws at the next session of Congress. These suggested changes include modification or repeal of the 1942 estate and gift tax amendments, which are working an extreme hardship on taxpayers in the community property states.

There is a general understanding that taxpayers in community property states will not be deprived of their right to file separate returns. Negotiations are still under way as to the soundest method of taking care of the so-called inequities in requiring the filing of joint returns in the common law states.

Merryle Stanley Rukeyser Will Speak At Luncheon Here

Merryle Stanley Rukeyser, lecturer and nationally syndicated economic columnist, will discuss "What's Ahead for the U. S. A.?" at a luncheon Thursday, October 30, at the Commercial Club.



MERRYLE STANLEY RUKEYSER
... to speak here

• The luncheon is being sponsored by the Club and the San Francisco Chamber of Commerce.

Rukeyser, who at the age of 23 became financial editor of the New York Tribune, was recently appointed associate editor of the national magazine, Finance. He also serves as editorial writer for the New York Journal and American, and writes a daily column which is syndicated by International News Service.

A frequent speaker before lecture groups from coast to coast, Rukeyser broadcasts weekly on "The Battle of the Commentators," in addition to appearing on "America's Town Meeting of the Air" and other radio forums.

Rukeyser, who has behind him a period of 17 years on the teaching staff of Columbia University, has also written six books on economics and national affairs and contributed numerous articles to national magazines.

Passage of Progress Bonds Urgent, Says Falk

Urgency of passing San Francisco's progress bonds on the November 4 ballot was emphasized last week by Adrien J. Falk, acting chairman, Citizen's Committee for Progress Bonds.

• Appearing before a meeting of the Board of Directors of the San Francisco Chamber of Commerce, Falk reported on the progress bonds campaign to date.

"It is imperative that the entire progress bonds program be passed if the city is to keep pace with its increased development and the demands of the future," he said.

To focus public attention on the importance of passage of the program, Falk urged that a broad-scale public education campaign be undertaken immediately in an effort to rally all forces in support of the measures.

Premiere of S. F. Paris Fashions Here

San Francisco's premiere of its Paris style show will be held at 8:00 p. m. October 30 at the War Memorial Opera House. It was announced today by Sylvan Frank, Chairman, San Francisco Premiere Committee, Manufacturers and Wholesalers Association.

• This will be the first public showing in the United States of the fashions shown in Paris, and will duplicate the Paris premiere, Frank said.

Tickets will sell for \$2.40 for the main floor orchestra seats; \$1.80 for the dress circle and grand tier; and \$1.20 for the balcony. Tickets can be purchased at Sherman & Clay.

CHAMBER AND MERCHANT HOSTS



Left to right: Ray McConnell, vice president, Retail Merchants Association of the San Francisco Chamber of Commerce; Gregory Higuera, president, Irving Street Merchants Association; and Matthew C. Carberry, assistant treasurer of the Chamber of Commerce. Occasion was the third in the new series of joint Chamber-district merchants luncheon meetings.

Street Named To NARS Program Group

D. P. Street, managing director, Retail Merchants Association, San Francisco Chamber of Commerce, has been appointed a member of the Program Committee of the National Association of Retail Secretaries for its 1948 convention by President Andy McCarthy.

● The N.A.R.S. will hold its convention in New York City, January 11-16, simultaneously with the convention of the National Retail Dry Goods Association.

Free Trade Zone Being Planned for Colon, Pan.

Like San Francisco, Colon, Panama, may soon have its own free trade zone.

● According to information received from Agustin Cedeno, president, Colon Chamber of Commerce, the establishment of a free zone is being planned for the stockpiling and distribution of goods to nearby Central and South American countries.

The zone will be located on the Atlantic entrance to the Panama Canal, adjacent to the Cristobal pier area, where it will be readily accessible to the regular steamer services of nearly 100 steamship companies operating through the Canal.

West Portal Problems Discussed At C of C Luncheon

Discussion of district problems highlighted the Wednesday, October 22 luncheon meeting of the West Portal Merchants Association, Lakeside Village Merchants Association and the San Francisco Chamber of Commerce.

● The West of Twin Peaks Lions Club also took an active part in the luncheon which was held at the Town House, 2623 Ocean Avenue at 12:00 noon.

Clarence Duffer, president of the West Portal group, and Ray McConnell, vice-president of the Retail Merchants Association of the Chamber, co-presided at the meeting.

George C. Tenney, Chamber vice-president, discussed current Chamber activities and projects.

The Wednesday luncheon was another in the continuing series of district meetings developed by the Chamber to learn and to help solve neighborhood problems.

Chamber Testifies In ICC Geneva Steel Rate Case

"A reasonable Geneva steel freight rate is necessary to insure successful operation of the mill and to maintain the Bay Region's expanding industrial activity."

● This statement was made this week by the San Francisco Chamber of Commerce before the Interstate Commerce Commission in support of reduced steel rates from Geneva to the Pacific Coast.

G. L. Fox, manager of the Chamber's Industrial Department, prepared the testimony which stressed the economic importance of the rate to the San Francisco Bay Region. Pointing out that the region's population has increased by approximately one million since 1940, Fox declared that to maintain this population industrial activity must not only remain at a high level, but must expand very materially.

To show the need for large quantities of steel, Fox cited the number of new plants and expansion in the Bay Region since 1940 and also pointed out that many public works are required because of the growth of population and industries.

"In addition, there is a demand for millions of square feet of space for industrial and commercial purposes which is still unsatisfied," he continued.

"The availability of a dependable source of steel such as the Geneva mill goes a long way toward meeting these requirements," Fox declared, "but to insure the successful operation of the mill a reasonable freight rate is necessary."

Fourteen additional statements by steel using industries in the Bay Region were also transmitted to the Commission and the parties in the case by Walter A. Rohde, manager of the Chamber's Transportation Department, in accordance with the agreement reached at the pre-hearing conference on the case that all evidence in support of the case should be submitted by October 15.

Additional Industrial Land Available in Area

Additional Bay Area land has become available for immediate industrial development following the return of the second of two wartime shipbuilding sites in Richmond to the Santa Fe Land Improvement Company, according to R. G. Rydin, executive representative of the president of Santa Fe Railway.

● Both Kaiser Shipyard No. 2, located in Richmond, and Kaiser Shipyard No. 4, situated on Santa Fe Channel, have been returned to the Santa Fe Company.

Approximately 544 acres containing warehouses, shop buildings, railway tracks, piers and open storage areas are now available for industrial purposes, Rydin said.

Said G. L. Fox, Industrial Department manager of the San Francisco Chamber of Commerce: "The Richmond property which has been returned to the Santa Fe is exceedingly attractive for factory purposes and should help meet demands for sites by prospects in diversified lines of manufacturing."

Municipal Ballot Measures

SAN FRANCISCO CHAMBER OF COMMERCE RECOMMENDATIONS

- #1—Vote **YES**. \$20,000,000 Bond Issue for Modernization of Entire Municipal Transit System.
 #2—Vote **YES**. \$2,200,000 Bond Issue to Pay Off Indebtedness on Market Street Railway.
 #3—Vote **YES**. \$22,850,000 Bond Issue for Major Thoroughfare and Reconstruction Projects.
 #4—Vote **YES**. \$5,000,000 Bond Issue to Provide Off-Street Parking Facilities Within and on Fringes of Metropolitan Traffic District.
 #5—Vote **YES**. \$25,000,000 Bond Issue for Expansion of San Francisco Water Supply Facilities.
 #6—Vote **YES**. \$12,000,000 Bond Issue for Modernization of San Francisco Recreational Facilities.
 #7—Vote **YES**. Companion Measure to Proposition No. 2. Enabling legislation required to legalize debt payment on Market Street Railway.
 #8—Vote **YES**. Clarifies Pension Rights of City Employees.
 #9—Vote **YES**. Consolidates Park and Recreation Commissions.
 #10—**NO RECOMMENDATION**. Provides for Operation of Cable Cars by City.
 #11—Vote **YES**. Gives \$25 a Month Pay Increase to Police and Firemen.
 #12—Vote **YES**. Provides for Appointment of Deputy Fire Chief and Fire Department Secretary.
 #13—Vote **YES**. Increases Number of Trustees of M. H. de Young Museum from 11 to 17.
 #14—Vote **YES**. Amends City Planning Sections of San Francisco Charter.
 #15—Vote **YES**. Places Clerk of Board of Supervisors under Civil Service.
 #16—Vote **YES**. Consolidates Offices of Registrar of Voters and County Recorder.
 #17—Vote **YES**. Changes Date of Mayor's Annual Message from January to October.
 #18—Vote **NO**. Places Attorney for Tax Collector's Office under Civil Service.

(Continued on Page 4)

BALLOT RECOMMENDATION CARDS AVAILABLE AT SAN FRANCISCO CHAMBER OF COMMERCE

BALLOT RECOMMENDATIONS

of the

SAN FRANCISCO

CHAMBER OF COMMERCE

For the Convenience of Its Members, the San Francisco Chamber of Commerce Presents the Following Recommendations Related to Election on November 4, 1947:

Prop. No.	TITLE	VOTE
1.	Modernization of Transit System	YES
2.	Indebtedness on Market Street Railway	YES
3.	Street Reconstruction	YES
4.	Off-Street Parking Facilities	YES
5.	Expansion of Water Supply Facilities	YES
6.	Modernization of Recreational Facilities	YES
7.	Enabling Legislation Required for Prop. #2	YES
8.	City Employees Pension Rights	YES
9.	Consolidation Park and Recreation Commissions	YES
10.	City Operation of Cable Cars	No Recommendation
11.	Police and Firemen Pay Increase	YES
12.	Fire Department Appointments	YES
13.	Increase in Trustees of Young Museum	YES

(see other side)

Prop. No.	TITLE	VOTE
14.	City Planning Amendment to Charter	YES
15.	Supervisors' Clerk Under Civil Service	YES
16.	Consolidation Vote Registrar and County Recorder	YES
17.	Date Change in Mayor's Annual Message	YES
18.	Tax Collector's Attorney Under Civil Service	NO
19.	Retirement Benefits—Court Clerks, Attaches	NO
20.	Police Inspectors Appointments	YES
21.	Civil Service Examinations	YES
22.	Promotional Opportunities for Veterans	NO
23.	Hearings for Suspended Employees	YES
24.	Computation Police Retirement Pay	YES
25.	Civil Service Rights—Planetarium and Academy of Science Employees	YES
26.	Increase in Minimum Parking Fines	YES

**Be Sure To Vote on November 4, 1947
ADDITIONAL COPIES AVAILABLE**

MUNICIPAL BALLOT MEASURES

(Continued from page 1)

- #19—Vote **NO**. Gives City Retirement Benefits to Municipal Court Clerks and Attaches.
 #20—Vote **YES**. Permits Police Inspectors Appointments after 2 Year's Service as Assistant Inspectors.
 #21—Vote **YES**. Requires Civil Service Commission to Conduct Examinations for Two or More Qualifiers.
 #22—Vote **NO**. Gives Veterans Greater Promotional Opportunity for War Service Than They Now Possess.
 #23—Vote **YES**. Permits Suspended Employees Right of Hearing.
 #24—Vote **YES**. Revises Computation of Retirement Pay for Five Retired Corporals of Police Department.
 #25—Vote **YES**. Grants Civil Service Rights to Employees of Planetarium and California Academy of Sciences.
 #26—Vote **YES**. Increases Minimum Parking Fines from \$2 to \$5.

Assistant Secretary of Navy For Air to be Navy Day Speaker

John Nicholas Brown, Assistant Secretary of the Navy for Air, will be honor guest and speaker at a Navy Day luncheon on Monday, October 27, at the Commercial Club.

● Sponsors of the luncheon are the San Francisco Chamber of Commerce, Commercial Club, Navy League of the U. S., Marine Exchange, Propeller Club, World Trade Association and San Francisco Junior Chamber of Commerce.

Subject of Brown's speech will be "The Significance of Navy Day."

Prior to his government career, Brown was engaged in manufacturing and real estate in the east. During the first Roosevelt administration he served on the Federal Advisory Board of the Public Works Administration and became first chairman of the Rhode Island State Planning Board. He later served on the first Civil Service Commission in the state and became a member of the Rhode Island Port Authority.

In 1945 he was sent to Europe by the War Department with the Allied Control Council in Germany and also served in England, France, Italy and Germany.

Give
To Your
Community Chest

Coast Wholesale Sales Up 18% for Eight Months ...

Wholesale sales on the Pacific Coast for the first eight months of 1947 were 18 per cent above the same period last year, according to a report released by the Research Department of the San Francisco Chamber of Commerce.

● August sales were up 12 per cent above August a year ago, according to the study, based on a report of the U. S. Bureau of the Census.

A national increase of 22 per cent was recorded for the first eight months of 1947, while August sales in the nation revealed an increase of nine per cent over August 1946.

The neighboring intermountain states chalked up the best gains of any region in the nation, with an increase of 29 per cent for eight months, and 16 per cent for August.

WHOLESALE SALES BY KINDS OF BUSINESS

KINDS OF BUSINESS—	Percentage Change in Sales			
	August 1947	August 1947	8 Months 1947	
	vs.	vs.	from	
	August 1946	July 1947	8 Months 1946	
PACIFIC	12	0	18	
Automotive Supplies	1	-4	13	
Clothing and Furnishings, except shoes	4	54	-7	
Shoes and other Footwear	46	24	36	
Drugs and Sundries (liquor excluded)	-3	-1	1	
Electrical Group	34	-4	81	
Fresh Fruits and Vegetables	-4	6	3	
Furniture and House Furnishings	21	-1	36	
Groceries	10	-1	5	
Meat and Meat Products	27	-11	51	
General Hardware	22	10	23	
Industrial Supplies	-25	0	1	
Plumbing and Heating Supplies	8	-5	43	
Jewelry	-23	44	-19	
Lumber and Building Materials	34	14	44	
Machinery Expt. and Supplies except Electrical	9	1	21	
Metals	-1	-5	11	
Tobacco Products	-7	-8	-4	
Leather and Shoe Findings	-9	-12	-4	

Spring Market Being Held in Apparel Lines

The San Francisco apparel industry this week opened a two-weeks' Spring Market with a number of events planned for out-of-town buyers under the direction of Adolph P. Schuman, president, Manufacturers and Wholesalers Association.

● Schuman returned today with a group of local apparel manufacturers from a special flight to Paris for advance showings of San Francisco styles.

During Spring Market the same styles shown in Paris will be displayed to buyers, in addition to other lines.

On Monday, California Manerafts, men's wear group, was host at a cocktail party, and on Wednesday California Boycrafts, boys' wear manufacturers, gave a luncheon at Hotel Sir Francis Drake in honor of Ted Kahn, president and publisher, Boy's Outfitter, New York apparel trade magazine.

Published weekly at 133 Pine St., San Francisco, Zone 4, County of San Francisco, California. Will Williams, Editor. Telephone EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second-Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.



Bay Region Business

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Volume 4

Thursday, October 30, 1947

Number 44

S. F. Fashion Group Back From Paris

Style Show



... MODEL PAT KNUDSEN

More convinced than ever of San Francisco's future as a style center, the city's delegation of apparel manufacturers, models, civic leaders and press and radio representatives returned last Friday from Paris where they staged the first all-American fashion show in the French capital.

• Headed by Adolph P. Schuman, president, San Francisco Manufacturers and Wholesalers Association, the group spent a week in Paris, highlighted by the enthusiastically received fashion show on October 16. Trade relations and goodwill were fostered further by many conferences with French producers of textiles and accessories.

"Premiere in Paris" became, in the very real sense, a proof of comradeship between two nations, between French and American leaders of the world embracing apparel industry—and, by projection, a symbol of the unity of the people of France and the people of the United States in their postwar determination to make this world succeed and flourish again," Schuman said.

Carl J. Eastman, president, San Fran-

cisco Chamber of Commerce, who, together with Carroll Snyder, manager of the Chamber's Domestic Trade Department, accompanied the delegation to Paris, congratulated Schuman and the apparel industry for their initiative. "San Francisco's apparel leaders deserve praise for, first of all, conceiving such a project, and secondly, for carrying it out in a manner that has captured the imagination of the fashion world," Eastman declared. This project has not only brought prestige and unprecedented attention to the San Francisco apparel industry, but to the city as well.

Eastman also commended Robert Feldhammer, executive secretary of the Manufacturers and Wholesalers Association; Pandora Hollister, fashion

show coordinator; and Kay Daly, the Association's publicity representative, for their "untiring efforts which contributed so much toward the entire project's success."

San Francisco manufacturers whose styles appeared in the show included: Alier of California; Barry-Newberg Company; H. and L. Block; Burkshire Coats; Caldwell-Gray Company; Betty (lyn); Emma Domb; Fernbach-Lobe Company; M. R. Fleischman Company; Fuzslyam Originals of California; Gaines and Company; Gootner of California; Phil and Hy Gold; Morris Goldman; Golson and Menzies; Koret of California; Lenora Dress Company; Levi Strauss and Company; Levy-Abrams Company; Lilli Ann Company; Manasse and Gersh; Margo of California; Nob Hill of California; Pacific Coat and Suit Company; A. J. Simmonds; Style Bite of California; Superior Coat Suit Company; Tanbe of California; Jimmy Thompson Company; Trade of California; Ames Textiles; Bernstein Brothers; Simon Millinery Company; Cyrille Mills of California, and Grant Bros.

Apparel Leaders Meet



Photographed at one of the many official functions given in Paris for the San Francisco delegation are: Mrs. Adolph P. Schuman; Adolph Schuman, president, Manufacturers & Wholesalers Association; and Jean Guimont-Lanvin, president, Chambre Syndicale de la Couture Parisienne.

Chamber - District Meeting



Left to right: Jack Shaw, president, Lakeside Village Merchants Association; George C. Tenney, vice president, San Francisco Chamber of Commerce; Ray McConnell, president Chamber's Retail Merchants Association; Carl McCarthy, president, West of Twin Peaks Lions Club; and Clarence Duffer, president, West Portal Merchants Association.

"No. 14 Necessary for City Planning"—King

Strong backing by numerous civic groups of Proposition No. 14 was revealed this week by Henry B. King, president, San Francisco Junior Chamber of Commerce.

• This proposition would amend the city planning provisions of the present charter by giving greater authority to the City Planning Commission.

The Amendment, which was originally proposed by the Junior Chamber in the summer of 1946, was thoroughly studied for more than a year by numerous organizations and City departments. The Board of Supervisors unanimously ordered the Amendment submitted to the voters.

Said King, "Through the provisions of the Amendment, the coordinating function of the Commission is greatly strengthened and all long range capital improvements must be examined by the Commission. This amendment will give the Planning Commission the necessary tools with which to do a more intelligent job of planning San Francisco's growth."

Backing the Proposition are: C. D. Council, A. F. of L., Central Labor Council, Market Street Association, San Francisco Chamber of Commerce, Planning and Housing Association, West of Twin Peaks Association, and Jefferson Lafayette Improvement Club.

Divisadero, Haight, Ashbury Merchants Meet With Chamber

Over 100 members of the West Portal Merchants Association, Lakeside Village Merchants Association, West of Twin Peaks Lions Club and San Francisco Chamber of Commerce attended the fourth in the new series of joint Chamber-district merchants luncheons, Wednesday, October 22.

• District problems and a discussion of the progress bonds program and Portola Festival plans highlighted the Wednesday, October 29 meeting of the Chamber with the Divisadero District Merchants and Improvement Association and Haight-Ashbury Merchants and Improvement Association.

Emerson Street, campaign manager of the Portola Festival Committee, discussed festival plans, and a representative from the San Francisco Junior Chamber of Commerce spoke on behalf of the progress bonds which will be voted on at the November 4 election.

Ray B. Williamson, president of the Divisadero group, Vincent H. McNally, president of the Haight-Ashbury group, and Ray McConnell, vice-president of the Chamber's Retail Merchants Association, co-presided at the luncheon which was held at the Haight Grill. George C. Tenney, Chamber vice president, also appeared on the program.

S. F. Chamber Board of Directors Nominated for 1948

Nomination of 31 civic leaders to serve as members of the Board of Directors of the San Francisco Chamber of Commerce was reported this week by Arthur W. Towne, chairman of the Nominating Committee appointed according to Chamber By-Laws. Nominations will be voted upon by the membership at the Chamber's Annual Election, Tuesday, November 25, 1947.

Following are the choices of the Nominating Committee:

• New director nominations:

Reginald H. Biggs, managing director, The Emporium; Paul A. Bissinger, vice president and director, Bissinger & Co.; James F. Crafts, president, Fireman's Fund Insurance Company; Henry Eickhoff, Jr., attorney; J. A. Folger, president, J. A. Folger & Co.; Dwight K. Grady, assistant to the president, Rosenberg Brothers & Co.; Henry B. King, Sales Division, W. P. Fuller & Co.; Dwight L. Merriman, E. S. Merriman & Sons; T. S. Petersen, vice president and director, Standard Oil Company of California; and Thomas Wolfe, vice president, Pacific-Alaska Division, Pan American World Airways.

• Director renominations:

L. Harold Anderson, vice president, Pacific Gas & Electric Co.; R. J. Barber, vice president, Business Extension Department and vice chairman, Public Relations Committee, Bank of America, N. T. & S. A.; W. F. Beaver, vice president and treasurer, W. P. Fuller & Co.; R. D. Brigham, vice president, Anglo California National Bank of San Francisco; Chris J. Christensen, personnel director and public relations director, Grunel Brothers; Vern A. Culver, vice president, Chanslor & Lyon; Robert Di Giorgio, assistant secretary and assistant treasurer, Di Giorgio Fruit Corp.; John W. Elwood, San Francisco manager, National Broadcasting Company, Inc.; Milton H. Esberg, Jr., Consultants, Ltd.; Edward T. Haas, Haas and Rothchild; Leoad M. Kaiser, Kaiser & Co.; Daniel E. Keshland, vice president and treasurer; Levi Strauss & Co.; Carl Livingston, vice president, Livingstone Bros.; George G. Montgomery, vice president, Castle & Cooke, Ltd.; Henry E. North, vice president and Pacific Coast manager, Metropolitan Life Insurance Co.; Claude E. Peterson, vice president, System Passenger Traffic, Southern Pacific Co.; T. S. Petersen, vice president and director, Standard Oil Company of California; John T. Plett, president, Kern County Land Company; Richard Reiner, Northern California Division manager, Fox West Coast Agency Corporation; Benjamin H. Swig, president, Fairmont Hotel Co.; George C. Tenney, president, McGraw-Hill Company of California; and Ward G. Walkup, president, Walkup Drayage Company.

Eureka Chamber To Hold Annual Meeting

The Eureka Chamber of Commerce will hold its annual meeting Thursday night, November 6, in the Eureka Auditorium.

• Principal speaker will be James Musatti, general manager, California State Chamber of Commerce.

C. P. Tanner, assistant general manager, San Francisco Chamber of Commerce, will represent the Chamber at the meeting.

Firemen, Police Pay Increase Backed by Chamber

Proposed pay increase of \$25 a month to police and firemen has the endorsement of the San Francisco Chamber of Commerce, it was announced today.

• The Chamber's Board of Directors endorsed the proposal upon recommendation of its Municipal Affairs and Fire Safety Committees.

The proposal, which will appear on the November 4 ballot as Charter Amendment No. 11, would increase to \$315 a month the present top minimum of \$290 a month for police and firemen.

At the present salary scale, the Chamber maintains, both departments are experiencing extreme difficulty in obtaining personnel because of high living costs and higher salaries available in other jobs. As a result, there is a shortage of men and the city's protection is not as adequate as it should be.

"Views expressed by those opposed to the measure are based primarily on the belief that salaries should be set by Salary Standardization rather than by Charter," the Chamber stated.

"It is our opinion, however, that this question is not relevant to the particular charter amendment. Moreover, the delays inherent in going through Salary Standardization procedure would establish additional barriers to obtaining personnel and maintaining morale of present Police and Fire Department members.

"Furthermore, the additional \$25 per month salary would keep San Francisco's salary scale generally in line with similar scales in other communities of comparable size."

The Chamber concluded by pointing out that the determination of what is "right" or "wrong" should not be influenced by too many technicalities. "In view of risks taken, high living costs and salaries available in other jobs, we believe that the present salary scale of police and firemen is too low."

Building Industry Representatives Meet

Approximately 350 delegates attended the third annual Building Industry Conference at the Palace Hotel on Tuesday, October 28, according to George I. Lynn of the Building Industry's Conference Board.

• Representatives of the building industry, including contractors, architects, engineers and materials men discussed the bottlenecks in the progress of the building industry's program.

Lloyd E. Graybiel, vice president of the American Trust Company, directed the forum discussions as moderator. Program of the all-day meeting included studies of the availability of materials; the market for construction; postwar construction costs and labor problems.

Chemical Industry Honored



Left to right: Robert Matteson, chairman, California Section, American Chemical Society, and supervisor, Analytical Division, California Research Corporation; Carl F. Wente, senior vice president, Bank of America, N. T. & S. A.; and W. P. Fuller Brauner, vice president, San Francisco Chamber of Commerce. Occasion was a luncheon honoring chemical industry during recent Pacific Chemical Exposition here.

Area Chambers Among NACOS Contest Winners

Two Bay Area Chambers of Commerce won national awards last week in a competition for the best Chamber of Commerce house organ and periodical publications.

• The Publications Contest was conducted by the National Association of Commercial Organization Secretaries.

The San Jose Chamber tied for second place for printed publications in cities of 25,000 to 100,000 population. The Oakland Chamber tied for second place among cities of 100,000 to 500,000 population for printed publications. In addition, the Los Angeles Chamber won second place for printed publications for cities of 500,000 population or over.

The NACOS competition was first conceived by General Manager Louis B. Landborg of the San Francisco Chamber of Commerce as a means of raising the standards and improving the quality of Chamber publications throughout America. Landborg served as chairman of the committee conducting the contest and presented the awards to the winners at the NACOS annual meeting in Colorado Springs last week.

Bay Region Business, the San Francisco Chamber's publication, was not eligible for an award, because the contest committee members disqualified themselves, as well as the officers of NACOS, from the competition.

New Tractor Firm Established in S. F.

Formation of the Farm Implement Company, exclusive worldwide distributors for the "Farm Imp." new three-wheeled midget riding tractor, was announced this week by John E. Fields, president of the Company.

• Fields is also the publisher of the Far East Trader, business news service on Far Eastern market conditions. Vice president and secretary-treasurer are H. A. McConnell and A. David Humphreys, partners in the San Francisco export firm of Humphreys and McConnell.

Manufacturer of the new farm tractor is the U. S. Tractor and Engineering Company of Glendale, of which Fields, Humphreys and McConnell are also officers.

While most of the company's production is being allocated to California dealers at present, export orders are being accepted for delivery in 1948, according to Fields.

"Expansion will probably begin after the first of the year," said Fields. "This will include distribution in Oregon, Washington, Arizona and other western states."

September Industrial Expansion . . .

—By the Chamber's Industrial Department

Industrial development in the Bay Region and northern California during September accounted for 49 projects to cost \$12,834,500, according to tabulations of the San Francisco Chamber's Industrial Department. Eighteen of the projects represent expansions of existing industrial plants to cost \$9,269,000 while 31 new industrial ventures were recorded with outlays to total \$3,565,500.

• **Bay Region** (12 counties) developments accounted for 15 plant expansions to cost \$9,225,000 and 26 new projects to represent total outlays of \$1,747,500. Six of the expansions valued at \$2,477,000 and 12 of the new plants to cost \$343,000 will occur in San Francisco County. The San Francisco projects will create 388 new jobs.

The rate of industrial development in northern California and the Bay Region during nine months of 1947 is nearly equal to the same period last year. During the first nine months of 1946, 979 projects costing \$114,550,793 were recorded for the 48 northern California counties, compared to 619 projects aggregating \$113,086,923 tabulated through September this year. Nine months' developments in the Bay Region this year account for 519 projects with outlays of \$95,675,400, compared to 301 projects valued at \$98,169,990 and recorded during the same period last year.

San Francisco developments this year, representing 152 projects to cost \$12,835,700, exceed in money value the 225 expansions and new plants valued at \$11,829,300 and tabulated for the first nine months of 1946.

Nine months' developments for 1947 summarize as follows:

• Northern California

264 expansions. \$ 61,600,000
385 new plants. 51,486,023

649 projects. . . \$113,086,923

• Bay Region

212 expansions. \$ 58,221,500
307 new plants. 37,453,900

519 projects. \$ 95,675,400

• San Francisco

69 expansions. \$ 10,391,200 2,305 new jobs
83 new plants. 2,444,500 601 new jobs

152 projects. . . \$ 12,835,700 2,906 new jobs

Some of the important September Bay Region developments are:

• **H. H. Briggs Company**, 135 Clara Street, San Francisco, is a new manufacturer of soft drink vending machines. Occupy 4,000 square feet and will employ 18.

• **Ed Heuck Company**, S. E. corner of Beach and Jones Streets, San Francisco, erecting new \$350,000—65,000 square foot meat processing plant

• **Paraffine Companies, Inc.**, Emeryville, completed construction of modern research laboratories, as part of multi-million dollar expansion program.

• **Fabrimetals, Inc.**, 1760 Bridgeway, Sausalito, is a new \$100,000 plant manufacturing brandy stills, heat exchangers, condensers, dehydrators, evaporators and extractors. Will ultimately employ 50.

• **Western Waxed Paper Company**, division of Crown-Zellerbach, San Leandro, starting construction on laboratory, first unit of new several hundred thousand square foot plant.

• **Atlas Frame Company**, Port Chicago, Contra Costa County, leased 3 acre site and will construct new \$50,000 plant to manufacture furniture and fencing.

SAN FRANCISCO RETAIL SALES UP 7 PER CENT

Independent retail store sales in San Francisco for the first 8 months were up 7 per cent above the same period last year, according to a study released today by the Research Department of the San Francisco Chamber of Commerce.

• **August sales** were up 10 per cent above July but were off 1 per cent compared to August 1946, the study showed.

Motor vehicle dealers topped the advances for the 8-month period with a gain of 80 per cent; radio-household appliance dealers were next with a gain of 38 per cent; meat markets followed with a 29 per cent gain; and lumber-building materials with 20 per cent. On the other side of the ledger, sales of furriers were off 24 per cent; jewelry stores 21 per cent; liquor stores (packaged goods) 16 per cent; and women's apparel 14 per cent.

Palo Alto led all Bay Area cities reported by the U. S. Bureau of the Census during the first eight months with a gain of 23 per cent over the same period last year, Berkeley was next with 22 per cent; following were San Jose 17 per cent, Alameda 14 per cent, Vallejo 13 per cent, Oakland 12 per cent and Richmond 11 per cent. Area sales of Alameda and San Francisco counties combined were up 9 per cent compared to 16 per cent in Los Angeles county and 23 per cent in Sacramento county.

Sales by Kinds of Business for San Francisco

KINDS OF BUSINESS—	Percentage Change in Sales		
	August 1947, from August 1946	8 Mos. 1947 from 8 Mos. 1946	August 1947 from July 1947
	from August 1946	from 8 Mos. 1946	from July 1947
TOTAL	-1	7	10
FOOD GROUP	-4	10	2
Grocery and Combination Stores	-2	10	0
Grocery stores (without Fresh Meats)	0	11	-1
Combination Stores (Groceries, Meats)	-5	7	1
Meat Markets	-8	29	3
Fruit Stores, Vegetable Markets	-8	-1	4
Bakeries, Caterers	-10	-7	7
Deli-cafes, Stores	-3	9	8
EATING AND DRINKING PLACES	-2	-6	3
Restaurants, Cafeterias, Lunchrooms	-10	-3	4
Lunch Counter, Restaurant Food Stands	-14	-1	13
Drinking Places With Meals	-1	-8	2
Drinking Places Without Meals	-2	-10	1
DEPARTMENT STORES	-5	2	15
APPAREL GROUP	-7	-4	21
Men's, Boys' Clothing and Furnishings Stores	-7	3	9
Family Clothing Stores	1	-1	21
Women's Ready-to-Wear Stores	-13	-10	27
Women's Accessories Stores	-17	-14	36
Shoe Stores	-6	-4	5
Custom Tailors	-21	0	-1
Furriers, Fur Shops	-16	1	97
FURNITURE—HOUSEHOLD—RADIO GROUP	20	20	9
Furniture Stores	22	17	10
Radio-Household Appliances Dealers	4	38	0
LUMBER—BUILDING—HARDWARE GROUP	14	17	-2
Lumber-Building Materials Dealers	27	20	-2
Hardware Stores	-12	9	-2
AUTOMOTIVE GROUP	27	12	-1
Motor Vehicle Dealers	83	80	1
Accessory, Tire, Battery Dealers	-1	-2	-2
Drug Stores	-3	13	-3
Liquor Stores, (Packaged Goods)	14	-16	16
Cigar Stores, Cigar Stands	-1	-3	-2
Jewelry Stores	-22	-21	14
Florists	-9	-10	9
Miscellaneous	-3	11	5

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Bay Region Business

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General Business Activity

Thumb Nail Sketch: by the Research Department

• TREND

September general business activity in San Francisco was 5.1 per cent above August and 5.2 per cent above September last year. The 9 months average was up 5.9 per cent above the same period last year. Our Index for September was 227.7 compared to 218.8 (revised) in August and 216.4 in September last year.

• MANUFACTURING INDUSTRIES

Production workers in the manufacturing industries in the San Francisco-Oakland Industrial area during September numbered 133,800, compared to 138,800 in August, and 138,300 in September last year, according to the State Department of Industrial Relations. The durable goods group accounted for 60,800, only 500 below September last year; and the non-durable group accounted for 73,000, 4,000 below last year. While the September employment for manufacturing industries was off 3.9 per cent, compared to last September, payrolls were up 14 per cent. September average weekly earnings amounted to \$59.21, compared to \$60.02 in August and \$50.57 last September. Average weekly hours worked totaled 40, compared to 41 in August and 38.2 in September last year. Average hourly earnings amounted to \$1.452, compared to \$1.464 in August and \$1.323 in September last year.

New industrial projects in September in the Bay Area totaled 26 with outlays of \$1,474,500 and 15 expansions to cost \$9,235,000; while the 9 months cumulative was 212 expansions with outlays of \$58,221,500, and 367 new plants with outlays of \$27,453,900 or a total of 519 projects totaling \$95,675,400.

• EMPLOYMENT

Unemployment insurance claims in San Francisco for week ending October 2 dropped to 15,137. This was 15 per cent below the corresponding week in the previous month. Compensable claims were down 11 per cent to 8,551, and Veterans' claims continued, numbering 3,425 dropped 32.2 per cent, according to the California State Employment Service. The total claims in San Francisco amounted to 9.1 per cent of the State total.

Placements, reported by the CSES during September in San Francisco totaled 1,419 with industrial placements accounting for 3,484 or about one-fifth fewer than a year ago, and commercial placements accounting for 965, which was off about 9 per cent.

• CONSTRUCTION

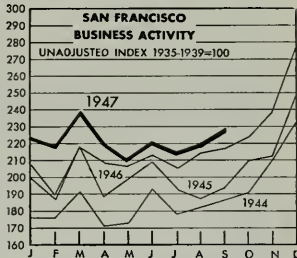
San Francisco building permits for September numbered 759 and included several large non-residential permits. The value for the month was \$5,349,367, attaining the highest total for any month of the year. Non-residential permits accounted for \$2,901,700, or nearly 14 times the volume in September last year and amounted to more than one-third of the 9 months cumulative in this classification; some of the larger projects include an electrical power plant, amounting to \$1,269,000, a labor hall \$700,000, a printing plant \$300,000, and a parochial school and convent \$200,000. New residential permits numbering 158 with value of \$1,608,280, provided for 188 dwelling units, of which 132 were single-family units. Permits for the 9 months cumulative totaled 6,222 with value of \$33,088,820, practically the same as for the similar period last year. The total value of new residential permits during this period was up 14 per cent but the number of units provided was off 14 per cent compared to last year.

• REAL ESTATE

September Real Estate sales in San Francisco, reported by Thomas Magee & Sons, numbered 1,531, valued at \$18,866,126, compared to 1,562 sales valued at \$17,628,361 last September. The 9 months cumulative numbered 14,219 with value of \$171,681,815—off 15.1 per cent in number and 18.1 per cent in amount compared to last year. September mortgages and deeds of trust issued against San Francisco real estate were up 5.6 per cent in number and 15.8 per cent in value compared to a year ago; and the 9 months cumulative was off 1.3 per cent and 8.0 per cent respectively.

• RETAIL TRADE

September department store sales in San Francisco, as reported by the Federal Reserve Bank, were 6 per cent above last September with the 9 month sales up 3 per cent. Sales in the San Francisco-Oakland Metropolitan Area were up 6 per cent and 3 per cent respectively; while in Northern California they were up 7 per cent and 5 per cent respectively compared to 6 per cent and 6 per cent in California. Sales in the Twelfth Federal Reserve District were up 7 per cent and 7 per cent respectively. Bakersfield, reporting a 16 per cent increase over last September and 11 per



cent for the cumulative period, led all cities north of the Tehachapi in California.

Independent Retail Store sales in San Francisco during August, the latest U. S. Census report available, were up 10 per cent above July but 1 per cent over last August. Sales for the 8 months cumulative were up 7 per cent.

A recent study of the distribution of 1946 retail sales in San Francisco reveals that 21 per cent of the sales were transacted during the first quarter; 24 per cent the second quarter; 25 per cent for the third quarter, and 30 per cent in the fourth quarter. If the dollar sales for the entire year of 1946—\$1,628,000,000—were allocated by quarters and an allowance of 7 per cent increase were made for 1947, the last quarter retail sales in San Francisco during 1947 would approximate \$330,000,000.

• WHOLESALE TRADE

Pacific Coast Wholesalers' sales for the 8-month period of 1947 compared to the same period last year were up 18 per cent. Important cost-of-living items in the wholesale group were as follows: Grocery sales up 5 per cent; meats and meat products 51 per cent; furniture and household furnishings up 36 per cent; shoes up 36 per cent; while clothing and furnishings were off 7 per cent.

• FINANCE

September financial transactions in San Francisco amounted to \$2,107,458,000 based on bank debits, or an increase of 9.4 per cent over last September. This carried the 9 months cumulative to \$18,397,542,000 or 8.7 per cent above last year. September postal receipts of \$1,408,405 were up 18 per cent over last year but the 9 months cumulative of \$14,859,007 was off 10.7 per cent. Stock Exchange shares traded in September numbered 600,431 with market value of \$11,300,711 and amounted to just one-half of the number of sales and market value in September a year ago. The 9 months cumulative of 7,779,074 shares valued at \$116,011,821 was off 34.9 per

(Continued on page 4, column 2)

SPECIAL ANNOUNCEMENT — PAGE THREE

Survey of Business Conditions in San Francisco

September, 1947

BRANCH OF ACTIVITY	SEPT. 1947	SEPT. 1946	PER CENT CHANGE	9 Mos. 1947	9 Mos. 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY						
S. F. Index of Indus. 1935-39 Avg.=100.....	227.7	216.4	5.2	221.1	208.7	5.9
CONSTRUCTION PERMITS						
Total.....(number)	759	566	34.1	6,222	6,305	-1.3
Residential, New.....(value)	5,349,367	2,183,317	145.0	33,088,820	33,044,670	0.1
Dwelling Units.....(number)	158	183	-15.7	1,791	2,057	-13.0
Single Family Dwellings, New.....(value)	1,608,280	1,357,130	18.5	15,740,347	13,823,614	14.1
Non-Residential, New.....(number)	188	206	-8.7	2,099	2,440	-14.0
Additions, Alterations and Repairs.....(value)	1,220,280	1,130,350	8.0	12,411,947	9,933,564	24.9
Commercial, Alterations and Repairs.....(value)	24	25	-4.0	183	122	-24.4
Industrial, Alterations and Repairs.....(value)	2,901,700	196,750	1,374.8	8,504,822	9,873,126	-13.9
San Francisco.....(value)	839,387	629,437	33.4	8,843,651	9,300,930	-5.4
REAL ESTATE						
Sales.....(number)	1,551	1,562	-0.2	14,219	16,915	-15.1
Mortgages and Deeds of Trust.....(number)	18,866,126	17,624,361	7.0	171,681,815	209,714,915	-18.1
RETAIL DEPARTMENT STORE SALES						
San Francisco.....(index)	1,669	1,580	5.6	14,659	14,858	-1.3
FINANCE						
Bank Deposits.....(\$000)	15,635,348	13,501,305	15.8	134,928,207	146,676,645	-8.0
Bank Clearings.....(\$000)	254	253	0.4	234	220	2.2
Postal Receipts.....(\$)	2,107,458	1,926,832	9.4	18,397,542	16,922,831	8.7
San Francisco Stock Exchange.....(no. shares traded)	1,408,405	1,382,887	1.8	14,859,007	16,633,107	-10.7
COMMERCIAL FAILURES						
Liabilities.....(\$)	600,431	1,201,720	-50.0	7,779,074	11,951,350	-34.9
Assets.....(\$)	11,300,711	23,003,957	-50.9	116,011,821	185,942,422	-37.6
EMPLOYMENT & PAYROLLS—Bay Area (S. F. Co's.)						
Employment.....(index)	166.0	166.0	-3.9	147.9	132.5	11.6
Payrolls.....(index)	301.2	264.3	14.0	270.2	214.7	25.8
NON-MFG. INDUSTRIES—(S. F. Co's.) (a)						
Laundering, Cleaning, Dyeing.....(payroll)	169.2	168.7	0.3	169.3	169.4	-0.1
Wholesale Trade.....(payroll)	210.7	186.7	12.9	204.0	170.3	19.8
Retail Trade.....(payroll)	214.1	193.1	10.9	200.0	169.0	18.3
Hotels.....(payroll)	255.1	259.0	-6.7	244.8	230.4	6.3
PLACEMENTS IN SAN FRANCISCO—C.S.E.S.						
Industrial Placements.....(number)	4,440	5,453	-18.4	32,671	38,327	-14.8
Commercial.....(number)	3,484	4,396	-20.7	24,235	29,529	-17.9
TRANSPORTATION						
Freight Car Movements.....(number)	965	1,057	-8.7	8,436	8,798	-4.1
San Francisco Airport Traffic.....(no. planes)	21,367	20,656	3.4	202,616	203,888	-0.4
Express Shipments—Rail.....(passengers)	6,410	4,898	32.9	48,431	627,811	-92.4
Air Mail Loaded.....(pounds)	93,367	84,906	10.9	690,941	3,404,131	-79.5
Air Freight Loaded.....(pounds)	266,054	335,897	-21.2	2,905,622	4,894,334	-40.6
WORLD TRADE						
Vessel Arrivals with Cargo.....(net registered tons)	424,753	234,972	80.8	1,621,124	1,894,334	-14.4
Vessel Departures with Cargo.....(net registered tons)	305	214	42.5	2,775	2,252	23.2
Exports—Value.....(millions of dollars)	1,418,405	987,702	43.6	12,752,937	9,912,879	28.7
Imports—Value.....(millions of dollars)	298	162	84.0	2,854	2,214	28.9
Utilities						
Electric Energy Sales Index.....(k.w.hrs.)	1,415,265	763,044	86.5	12,857,171	9,634,025	33.5
Industrial and Commercial Gas Sales.....(cu.ft.)	14,711	21,016	-30.4	102.7	102.7	0.0
Water Consumers.....(net gain)	9.4(e)	11.2(e)	-16.1	102.7	102.7	0.0
NEW DEVELOPMENTS						
Bay Bridge Vehicle Crossings.....(number)	190*	191	-0.5	194	183	6.0
Golden Gate Bridge Vehicle Crossings.....(number)	1,062,856,900	1,116,106,700	-4.7	10,054,674,000	9,680,168,200	3.9
DAIRY RECEIPTS, FRUITS & VEGETABLES						
Cheese.....(pounds)	196	189	3.7	2,388	1,920	24.4
Eggs.....(cases)	342	336	1.8	4,839	3,089	56.7
Poultry, Dressed.....(pounds)	2,248,410	2,130,318	5.5	19,357,573	19,227,497	0.7
Fruits and Vegetables.....(carlots)	694,567	658,236	5.5	5,909,229	5,452,807	8.4
LIVESTOCK SLAUGHTER (b)						
Cattle.....(total number)	2,512,657	2,911,794	-13.7	24,032,039	15,205,460	58.0
Calves.....(pounds)	1,635,923	1,811,904	-9.7	14,728,945	12,278,878	20.0
Sheep and Lambs.....(cases)	83,045	115,934	-28.4	901,910	863,262	4.5
Poultry, Dressed.....(pounds)	1,472,175	3,344,879	-66.0	12,974,456	16,010,250	-19.0
Household Goods.....(carlots)	2,100	2,017	4.1	17,219	18,100	-4.9
Household Goods.....(total number)	179,941	154,128	16.7	1,586,812	1,787,034	-11.2
Calves.....(number)	45,340	31,493	44.0	378,809	367,420	3.1
Sheep and Lambs.....(number)	14,711	9,009	62.4	121,610	95,410	27.5
Hogs.....(number)	88,271	106,281	-16.9	688,099	660,976	28.4
S. F. LIVING COSTS 1935-39 Avg.=100						
Food.....(index)	316.00	295.50	6.6	398.25	363.22	9.7
Apparel.....(index)	106.8(1)	106.4(1)	0.4	106.8(1)	106.4(1)	0.4
Rent.....(index)	82.7(1)	85.9(1)	-3.7	82.7(1)	88.1(1)	-6.8
Fuel, Electricity and Ice (e).....(index)	118.4(1)	113.2(1)	5.6	116.7(1)	113.2(1)	3.1
House Furnishing Goods.....(index)	155.1(1)	132.0(1)	17.5	152.2(1)	130.8(1)	16.4
Miscellaneous.....(index)	118.4(1)	137.9(1)	-15.6	137.9(1)	135.0(1)	9.5
All Items.....(index)	159.3(1)	137.9(1)	13.5	159.3(1)	134.5(1)	18.8

* Revised August Index of Electrical Energy Sales is 181.

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) August—latest.

(e) Acknowledgment is hereby made to Thomas Magee & Sons, Dun & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Departments of Industrial Relations, Agriculture and Employment, and the United States Department of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

(f) 6-month average

(g) June

THE CONTROL OF WATER IN CALIFORNIA

WILL BE DISCUSSED BY

The Honorable

Sheridan Downey

United States Senator From California

In a Luncheon at the Colonial Room, Hotel St. Francis

FRIDAY, NOVEMBER 14, 1947

SPONSORSHIP:

California State Chamber of Commerce
San Francisco Chamber of Commerce

Oakland Chamber of Commerce
Irrigation Districts Association of California
California Farm Bureau Federation

Reservations should be addressed to the California State Chamber of Commerce

Tables are not reserved, but tickets must be purchased in advance. Members will be taken care of to the limit of capacity, but it will be to your advantage to make reservations early before ticket sales are opened to the general public.



Price \$2.75 per plate, including tax

CALIFORNIA STATE CHAMBER OF COMMERCE
350 Bush Street, San Francisco 4, California

Please reserve place(s) for me at \$2.75 each at luncheon honoring
U. S. Senator Sheridan Downey on Friday, November 14, 1947, in the Colonial Room, St.
Francis Hotel, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)
(Telephone reservations accepted.)

CHECK
ENCLOSED

Name.....

Firm.....

Address.....

S.....

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EX-100, 2-4511, Ext. 56.

D-6814—MAGNA MANUFACTURING COMPANY, INC., 444 Madison Ave., New York 22, N. Y., manufacturers of aluminum and bronze metal powders desire sales representatives now calling on paint and varnish, steel manufacturers, truck, automobile and bus manufacturers, paper coating industry, oil refineries, and lithographers.

D-6815—MECHANICAL EQUIPMENT COMPANY, 861 Carondelet Cir., St. Joseph, Mo., New Orleans 33, La. manufacturers of marine diesel engines interested in distributor. Sales ability and experience essential.

D-6816—BURGESS, ANDERSON & TATE, INC., Zion, Ill., seeking manufacturers of printed games, novelty books, bulletins. Have facilities for manufacturing such items for distribution in Middle-West. Save shipping and distribution costs.

D-6817—GLOBE ELECTRICAL MFG., 11019 Buford, Inglewood, California manufacturers of competitive electrical relays and switches would like to be represented by established sales organization specializing in electrical supplies.

D-6818—THE CRABB ENGINEERING CO., 13336 Livernose Ave., Detroit 4, Mich. manufacturers of a new type of baseboard radiation for steam or hot water, would like to contact potential distributors. Product is flexible in size, with minimum fittings. Is being modified for automobile use.

D-6819—ORONOQUE CO., INC. (Stratford) Connecticut manufacturers of the Oronoque Automatic Electric Side Arm Heater, seeking distributor in the State of California.

D-6820—DAVILA HERMANOS, INC., San Juan 8, Puerto Rico, desires to act as distributor for a reliable firm that specializes in packing of canned fruit juices, such as pear, peach, apricot, etc.

D-6821—SPENGREY CAR CORPORATION, 115-07 South Preston St., Louisville 3, Kentucky, desires sales representatives now acting as manufacturers agent to sporting goods and department stores.

D-6822—THE BEECHWOOD CO., Fottersville, Penna., Inc., Boston 10, Wm. Adams, manufacturers of film plastic items for household and commercial use, desire manufacturers representative.

D-6823—THE EDMONTON MACHINE CO., Dayton, Ohio, manufacturers of (1) D.C. Freid Clutches seeking distribution through companies specializing in power transmission equipment.

D-6824—E. L. RAHM CO., 540 Dearborn St., Chicago 5, Ill., manufacturers of (1) a water-proof masonry paint, (2) a material for waterproofing fresh concrete and stucco, and (3) a paint extender, seeking manufacturer's agent now calling on lumber yards, hardware and retail building supply people and large contractors in State.

D-6825—EXPORTERS SERVICE CO., 403 Bishop Nat'l Bank Bldg., Honolulu, Ralph W. Garlick, interested in representing mainland firms of varied nature on contract basis. An opportunity for establishing Hawaiian contacts by firms not needing full time employee.

D-6826—VOSE PROCESS CORPORATION, 70 Vesey St., New York 7, N. Y., manufacturers of new type of protective building coatings, interested in licensing a distributor in this area to deal direct with suppliers of building materials, and building, waterproofing and surfacing contractors.

D-6827—ACE RUBBER COMPANY, 5044 Firestone Blvd., South Gate, Calif., molders of rubber products to customer's specifications wish to contact manufacturer's representatives calling on businesses requiring this type of service.

D-6828—THE CORBET COMPANY, 307 Chandler Bldg., Atlanta 3, Georgia, manufacturers' agents covering the Southern States wish to contact manufacturers of electrical and gas appliances and supplies, hardware and building supplies, and home appliances supplies.

D-6829—HARDING'S PLASTICS, INC., 90 Grove St., Worcester, Mass., manufacturers of flexible and rigid houseware items including tumblers, jiggers, food bowls with lids, etc., desire sales representative. Exclusive rights on commission basis.

National Real Estate Board Convenes In San Francisco Next Week

Four thousand realtor delegates from the United States and Canada will meet in San Francisco November 9-14 at the annual convention of the National Association of Real Estate Boards, it was announced this week by James Hurst, President of the San Francisco Real Estate Board.

• Institute sessions will be held the first three mornings of the convention with the general sessions scheduled to run on Thursday and Friday, November 13 and 14.

This will be the fortieth annual convention of the real estate group. The organization last met in San Francisco in 1922.

One of the convention features will be a special San Francisco fashion show at the Fairmont Hotel on Thursday, November 13.

Downtown merchants are hailing the convention with window displays.

• Following the concluding session of the convention, the delegates will leave on a special trip to the Hawaiian Islands.

Arrangements for the convention are being handled by Raymond D. Smith, executive vice president of the San Francisco Real Estate Board; Walter E. Laufenberg, chairman of the convention committee; and Willard L. Johnson, vice-chairman of the convention committee.

House Sub-Committee Sets Postal Hearings

Suggestions for improved postal service will be heard by a sub-committee of the Congressional House Committee on Post Office and Civil Service, Thursday, November 13 in room 360 of the Mills Tower Building, 220 Bush Street, San Francisco, it was announced this week by the San Francisco Chamber of Commerce.

The hearing will be held from 2:00 to 4:30 p.m. The general public is invited.

S. F. Bay Cruises Will Be Continued Into Winter

The San Francisco Bay Cruises aboard the S.S. General Frank M. Cox will continue to operate during the winter months every day but Monday, company officials announced this week.

• Under the new schedule the 3-hour cruises will depart from the pier at the foot of Hyde Street every afternoon at 2:00 p.m. and on Saturdays and Sundays at 10:00 a.m. and at 2:00 p.m. The ship will also make night cruises for charter parties.

MORE ON BUSINESS ACTIVITY . . .

cent in number and 37.6 per cent in value compared to a year ago.

There were 4 commercial failures in San Francisco in September with total liabilities of \$166,116 and assets \$38,995. This was a considerable improvement over September last year. During the 9 months of 1947 there were 28 failures compared to 22 a year ago and the liabilities were about 45 per cent higher than last year.

• UTILITIES

Sales of electrical energy in San Francisco during September were practically identical with those last year while the 9 months total was up 6 per cent. (Owing to a revision in the basic figure reported for August, the electrical sales index for that month should be 181—this results in an increase of 1.7 per cent over August 1946 in contrast to the previous reported loss of 5.1 per cent.)

Industrial and commercial gas sales during September of 1,062,836,960 cu. ft. were off 4.7 per cent compared to a year ago, but the 9 months cumulative was up 3.9 per cent. Water consumers' use

gain during September totaled 196 compared to 189 in September last year, bringing the 9 months cumulative to 2,388 compared to 1,930 a year ago or an increase of 24.4 per cent.

• TRANSPORTATION

In the transportation field in San Francisco in September compared to September last year, loadings were up 3.4 per cent, air port plane traffic 30.9 per cent and air passenger traffic 10 per cent. Air mail loaded gained 80.8 per cent. Ship arrivals in September were up 42.5 per cent in number compared to a year ago and the 9 months cumulative total was up 23.2 per cent.

• LIVING COSTS

The San Francisco living cost index average for the first 6 months was 18.8 per cent above the same period last year, with the June living cost index (latest available) 15.6 per cent above the same month last year.



Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, Nov. 13, 1947

Number 46

Revised Trade Zone Application Sent To Washington

A revised application for a San Francisco Foreign Trade Zone is now in the hands of the Foreign Trade Zones Board in Washington, it was announced this week by the San Francisco Chamber of Commerce.

• The Chamber's world trade department and foreign trade zone committee headed by Gus Gumbrecht compiled the economic data for the application.

Additional information was prepared by the Board of State Harbor Commissioners.

Following the forwarding on the revised application requested by the U. S. Department of Commerce, Chamber President Carl J. Eastman sent a letter urging establishment of the zone in San Francisco to the Foreign Trade Zones Board.

• "It is the desire of our Chamber and the business community that we have a zone established here at the earliest possible date. We can assure you of our support in every respect," Eastman said.

Marcus To Appear Before Joint Housing Committee

William A. Marcus, Senior Vice President of the American Trust Company, will represent the San Francisco Chamber of Commerce before the Gamble Joint Committee to Investigate Housing, it was announced today by the Chamber.

• Marcus will report on available housing, current production and estimated demand. He will distribute to the committee copies of the recently concluded survey on housing developed by the Chamber.

Chamber action to aid the Gamble Committee followed receipt of a telegram from the committee asking the Chamber to "take the initiative in proposing and arranging appearances before the committee by interested individuals and organizations in the city."

Letters have been sent by the Chamber to manufacturers and dealers of building materials; contractors and builders; architects and engineers; building trade unions; real estate operators;

(Continued on page 4, column 3)

Airline Route Policies Are Developed By S. F. Chamber

Establishment of a comprehensive policy to guide San Francisco Chamber of Commerce participation in air line route development cases before the Civil Aeronautics Board was announced this week by the Chamber.

Passage Of Bonds Hailed As 'Green Light' By Chamber

Passage of the Progress Bonds was hailed this week by Henry E. North, chairman of the Traffic and Highway Committee of the San Francisco Chamber of Commerce, as "one of the most progressive steps ever taken in the history of San Francisco."

"The citizens are to be congratulated on their voting wisdom. We now have the necessary tools with which to build an even greater San Francisco," North said.

• Carl J. Eastman, Chamber president, called the passage of the bonds a "new era in the history of our city."

"The citizens have given the green light to plans which will make San Francisco's traffic, transportation, parking, recreation and water facilities second to none. The Chamber, which actively campaigned on behalf of the bonds, will give the fullest support to the city administration in translating the will of the people into concrete improvements needed for a modern, progressive San Francisco," Eastman said.

• A congratulatory telegram from Eastman and Louis B. Lundborg, general manager of the Chamber, was sent to the Citizens Committee for the Progress Bonds.

• The policy, prepared by the Chamber's Aviation Committee and adopted by the Board of Directors, is being distributed to major U. S. Chamber's of Commerce as an example of sound and practical techniques in handling the many problems facing U. S. communities in matters relating to air transportation.

The policy sets up a framework within which the San Francisco Chamber of Commerce can assist the Civil Aeronautics Board by transmitting to the C.A.B. factual data which can be used as a basis for Board decisions relative to new or expanded air services.

Four types of route development cases are visualized by the Chamber's policy. These are:

- (1) Basic Air Transportation Policy
- (2) Initiatory Action Where No Air Service Exists
- (3) New, Non-Competitive Air Carrier Services
- (4) Competitive, Duplicating Air Services

• Commenting on the policy, George C. Tenney, chairman of the Chamber's Aviation Committee, said, "careful and detailed consideration of all of the problems involved led to the framing of a policy wherein the Chamber assumes the community responsibility of assembling and transmitting to the C.A.B. unbiased, factual information which the C.A.B. can then use as 'tools' in reaching a technically involved and complex decision."

National Recognition!

RUKEYSER

Bay Area Direction Is Still Forward!

International News Service Economic Commentator

If the national forecasts of near term letdown in business and employment volume after V-J Day went sour, those relating to postwar contraction in California and in the Pacific Northwest were even further from the mark.

In the San Francisco Bay area, the direction is still forward.

yet, in view of the record-breaking character of the current volume, there is a tendency to analyze current statistics with great care. For the first eight months of the year, average activity, as measured by the chamber of commerce index, showed an advance over the corresponding months in 1946 of 5.9 per cent, but in the eighth month there was a diminishing rate of gain, which bears watching.



August, the latest month for which full figures are available, showed an increase of 1.4 per cent over July and 1.3 per cent above August, 1946. The index of business activity reached 216.6, compared with 213.7 in July and 213.9 in August of 1946.

The local feeling that the bulge is not exclusively a phase of the national boom, but also in part represents long term regional development, has been expressed by Carl J. Eastman, famed admiral and chamber president, who remarked: "We are confident that the era of the Pacific has begun and look forward to unprecedented expansion in every field. As a world slot in every great seaport, San Francisco is aware of the opportunities, as well as the challenges and problems of these times."

Apparently, the rate of industrial development in northern California and the Bay area is proceeding at close to the breakneck speeds of last year. Forty-nine new factories or branches, at a cost of \$12,834,000, are under way. Of these, eighteen constitute expansion of existing industrial plants to cost \$9,269,000, and thirty-one new industrial ven-

tures will involve an expenditure of \$3,565,500.

The wartime growth of 173,000 since 1940 to a total of 827,000 has strained the facilities of the municipality, and new civic improvements on a grand scale are under consideration. The population of the Bay area is placed at two and a half million by local boosters.

In the building of a greater San Francisco, Leland W. Cutler heads a non-profit corporation authorized by the State legislature to project a world trade center near the famed Embarcadero.

The projected community of integrated skyscrapers is intended to house shipping lines, foreign firms, exports, and imports. The estimated cost of the development will exceed \$25,000,000.

Expansion of the western merchandise mart is also under way, and the principal downtown department stores have embarked on a program of expanding their physical facilities, and modernizing them.

The city-wide program of face lifting includes greatly enlarging the airport, and construction of west of the expanded airport of a new interurban superhighway, or freeway, as it is called in California, from San Francisco to San Jose.

The San Francisco Stock Exchange purports to account for between 60 per cent and 65 per cent of the volume of trading executed on Pacific coast markets.

Although dollar sales at retail are up for the year, there were some local indications at the end of the summer of a possible change in trend.

As is the case nationally, the skyrocketing price of food and other cost of living essentials is causing a reallocation of the customer's dollar. Living costs in San Francisco for the first seven months were up 17.5 per cent, compared to the same period last year. However, it was a shade lower in July than in June.

(Mr. Rukeyser's column on San Francisco appeared in over 100 newspapers throughout the United States.)

But There's Still A Job Ahead —

— Your Chamber Works For You !

A MOTION PICTURE

PREMIERE . . .

Presenting a San Francisco Portrait

**The San Francisco Chamber of Commerce Invites Its Members
To Preview a Beautiful New Sound and Color Picture,
"SAN FRANCISCO — QUEEN OF THE WEST"**



The Picture Will Be Shown and Refreshments Served Through Courtesy of
Standard Oil Company of California

S. F. Commercial Club • 4:00 p.m. Tuesday, November 25

ADMITTANCE

BY RESERVATION

ONLY



SAN FRANCISCO CHAMBER OF COMMERCE

333 Pine Street, San Francisco 4, California

Please reserve _____ places for me at the preview of a
new picture on San Francisco—4:00 p.m. Tuesday, November 25 at
the San Francisco Commercial Club.

(Telephone Reservations Accepted)

Phone EXbrook 2-4511—Ext. 43

Name _____

Firm _____

Address _____

Chamber Meets Neighborhoods



Pictured above (top photo) are, Vincent H. McNally, president, Haight-Ashbury Merchants and Improvement Association; Ray McConnell, vice-president, Retail Merchants Association of Chamber; and George C. Tenney, Chamber vice-president. Occasion was Chamber-Disiasadero and Haight-Ashbury luncheon. Bottom photo—Larry Laber, president, Portola Merchants Association; Ray McConnell; Matthew C. Carberry, Chamber director; and Stephen Petersen, president, Bayview Merchants Association at Chamber-Portola-Bayview luncheon.

Water Resources Study Urged At Reclamation Hearing

Water supply needs of the San Francisco Bay Region for industrial and domestic purposes were outlined in detail at a United States Bureau of Reclamation hearing in Richmond last week.

Carl H. Kadie, Jr., District Manager, Delta District, Bureau of Reclamation, conducted the hearing to develop information concerning the proposed American River development.

Witnesses representing civic bodies and industries presented testimony on the prospective needs for increased industrial and domestic water supplies in the Bay Region, but did not discuss the American River plan directly. Witnesses for the East Bay Municipal Utility District, the San Francisco Chamber of Commerce and others advocated a comprehensive study of the water resources of the 12 Bay Area counties with a view to the outlining of a program for their development.

Those who spoke included W. J. O'Connell, Jr., San Francisco industrial consultant for the North Bay Mutual Water District; John I. Hennessy, East Bay Municipal Utility District; E. A. Hoffman, City of Richmond; Pere Woodcock, Manager, Industrial Department, Richmond Chamber of Commerce; Fred D. Parr, Parr-Richmond Terminal Corporation; J. N. Hopkins, Union Oil Company; R. K. Rowell, Standard Oil Company; J. D. Keith, California and Hawaiian Sugar Refining Corporation; G. F. Howes, International Association of Machinists; George Gordon, attorney; and G. L. Fox, Manager, Industrial Department, San Francisco Chamber of Commerce.

Housing Committee

financial interests; veterans organizations; civic, industrial and commercial organizations, public housing authorities; and government agencies.

• **Purpose of the committee investigation** is to gain accurate information on the exact status of the entire dwelling situation; on the supply and prices of, and restrictions on building materials; the supply, productivity of, and any restrictions on skilled on-site labor; and the supply and cost of private financing.

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Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, Nov. 20, 1947

Number 47

NOTES from the Chamber's WASHINGTON OFFICE

• A series of reports on problems of the greatest interest to business has been released in Washington within the past weeks. They should be read by every business leader. Unfortunately, this is impossible for two reasons: Copies are not available in sufficient number nor can the busy business man spend the time necessary to read and analyze these reports.

Without attempting to list these in the order of their importance, the reports are as follows:

• 1) The Impact of Foreign Aid upon the Domestic Economy, a Report to the President by the Council of Economic Advisers. This report, 112 pages in length, covers studies made by the Council; was prepared at the request of the President "for guidance in the formulation of national policy."

• 2) The U. S. Department of Agriculture's Report on Long-Range Agricultural Policy and Program. This report was prepared from the testimony of Secretary Anderson and six of his assistants, for presentation to the House Committee on Agriculture and the Subcommittee of the Senate Committee on Agriculture and Forestry. This series of agricultural reports suggests, among other things, greatly expanded programs covering soil conservation; rural electrification; control of forest cutting practices, and additional agricultural controls.

• 3) A Report from Secretary Krug to the Interior Department, prepared with the assistance of experts from other Departments, on natural resources and foreign aid. This Report, 150 pages in length, endeavors to point out the impact on the natural resources of the Nation and where the impact is severe to suggest remedies or control.

• 4) Two lengthy volumes covering the report of Secretary Harriman's Advisory Committee—one volume being a general survey of the problem for European aid, with recommendations, and the other, a series of technical re-

Congress Sub-Committee Lists Large Postal Deficit

Hudson Motor Co. Holds Western Meet In Civic Auditorium

Importance of the San Francisco Bay Area as the western distribution center for the automobile industry will be emphasized tomorrow, November 21 as Hudson dealers from eleven Western States meet in San Francisco's Civic Auditorium for a preview of the postwar Hudson automobile.

• The dealer meeting will be the first western showing of any complete line of 1948 cars and one of the few times in local history that an auto builder has taken the auditorium for a display of new cars, according to Glen C. Slater, Hudson's Northern California distributor.

The dealer meeting tomorrow will be one of six held throughout the nation.

A. E. Barit, president of the Hudson Motor Car Company; George H. Pratt, Hudson vice-president and other factory officials will be on hand to greet the 1,500 dealers expected to attend the showing.

Retail Merchant Days

The official bulletin of the National Retail Dry Goods Association reports that the idea of "Retail Merchants Days" is spreading throughout the country.

Latest group to sponsor such a meeting is the Jacksonville Chamber of Commerce.

The idea originated with D. P. Street, managing director of the Retail Merchants Association of the San Francisco Chamber of Commerce.

Deficit of the United States Post Office Department will amount to about \$300,000,000 for the year, according to members of a Congressional subcommittee on Post Office and Civil Service of the House of Representatives.

• At a meeting in San Francisco, last Thursday, November 13, arranged by the San Francisco Chamber of Commerce, members of the subcommittee stressed that they were seeking means of eliminating or cutting down the deficit.

Business firms were urged by the Committee to:

1. See that all outgoing mail destined for cities where zoning has been established carries postal zone numbers.

2. Deposit outgoing mail early in the day as much as possible to help level the peak load which occurs during the evening hours.

3. Forward suggestions for improving the postal service to the Committee in Washington.

Referring to the zoning problem, committee members pointed out that the time and cost of handling properly zoned mail is about 30 per cent less than unzoned mail.

Subcommittee members appearing in San Francisco were Representatives Homer Jones of Washington, Robert J. Corbett of Pennsylvania, and Harold F. Youngblood of Michigan.

Standard Oil Has New Flight Calculator

A new, plastic-type Flight Calculator has been developed by the Aviation Division of the Standard Oil Company of California and is available to private pilots upon request.

The calculator is a courtesy item prepared by the Company for all pilots. Its scales provide for calculating distances flown, fuel consumption, ground speed, true air speed and wind drift angle.

LUNCHEON ANNOUNCEMENT — PAGE THREE

Chamber Housing Survey

A minimum of 44,180 dwelling units should be constructed in the San Francisco-Oakland metropolitan area in 1948 to meet the current demand for housing and provide for replacements, including temporary war housing and blighted dwelling units, according to a comprehensive housing survey prepared by the Research Department of the San Francisco Chamber of Commerce.

• The survey shows a total of 55,242 dwelling units as the 1948 need for the nine counties of the San Francisco Bay Area.

Commenting on housing production in 1947, the Chamber report points out that while the housing need in the San Francisco-Oakland Metropolitan Area during the year is an estimated 43,419 dwelling units, figures for the first nine months of 1947 show only 14,012 dwelling units started with possibilities of 17,515 started for the full year.

• 1947 needs for the nine-county Bay Area are estimated at 54,230 dwelling units with the possibility that only 21,438 of these units will be started during the entire year.

The Chamber survey, which covers Bay Area housing needs from 1947 to 1952, develops an accurate appraisal of dwelling units available in the area; determines the approximate annual requirements of dwelling units in the area during the six year period 1947-1952; and lists the total number of dwelling units provided the past seven years and the current production trend since the war.

ESTIMATED CURRENT ANNUAL HOUSING REQUIREMENTS 1947-1952

Year	San Francisco-Oakland Metropolitan Area Dwelling Units For			Total
	Newly-Wed (1)	Newcomers (2)	Backlog (3)	
1947	19,899	13,220	10,300	43,419
1948	20,396	13,484	10,300	44,180
1949	20,906	13,754	10,300	44,960
1950	21,429	14,029	10,300	45,758
1951	21,965	14,310	10,300	46,575
1952	22,514	14,596	10,300	47,410
Bay Area—9 Counties				
1947	24,810	16,520	12,900	54,230
1948	25,492	16,850	12,900	55,242
1949	26,129	17,187	12,900	56,216
1950	26,782	17,531	12,900	57,213
1951	27,452	17,882	12,900	58,234
1952	28,138	18,239	12,900	59,277

(The complete housing study is available upon request.)

Optimistic Outlook For Christmas Business . . .

Suppliers for the home goods trade today reflect the optimistic outlook of Western retailers for Fall and Christmas business, according to Frank K. Runyan, President of the Western Merchandise Mart, and chairman of the Trade Development Committee of the San Francisco Chamber of Commerce.

"Manufacturers have anticipated the trend to practical gifts, now given added glamour by stream-

lined styling, new use of color, and attractive design," Runyan said.

He added that "There is gift-minded activity in all phases of the home goods field in addition to the traditional Christmas toys, giftwares, and tableware available to the trade in San Francisco—the West's wholesale market center. Retail store buyers are predicting that furniture, rugs, and major appliances will take an increasingly important place in the Christmas picture."

Apparel Manufacturers Commended By Chamber For Fashion Flight

An official statement of commendation of the Paris Fashion flight went this week from the Board of Directors of the San Francisco Chamber of Commerce to the Manufacturers and Wholesalers Association of San Francisco.

Following is the text of the Chamber statement:

"On October 16, 1947, a memorable event took place—THE PREMIERE IN PARIS fashion show which was conceived, organized and carried out by the Manufacturers and Wholesalers Association of San Francisco.

"No single event could possibly have done more at this time to promote and publicize the industry involved, as well as the community in which the industry is located. There was no precedent to serve as a pattern for the undertaking and, once having announced the project, the spotlight was on San Francisco and its apparel industry.

"The event was singularly successful. Its success is attested to by the reaction the fashion show received in Paris, by the tremendous amount of favorable comment accorded it in the press and trade publications and by the interest in it evidenced by people all over the country.

"To Adolph Schuman, President, the officers, members and staff of the Manufacturers and Wholesalers Association of San Francisco, the San Francisco Chamber of Commerce desires to convey this message of high commendation. PREMIERE IN PARIS was an event of great magnitude, excellently done, from which all of us in San Francisco have benefited and will continue to benefit."

MacDonald Named To National Aviation Post

Kenneth R. MacDonald, manager of the Aviation Department of the San Francisco Chamber of Commerce, has been appointed to the public relations and rules committees of the National Aviation Clinic.

• MacDonald is at present attending the clinic, an annual affair, held this year in Springfield, Illinois. Purpose of the session, attended by leading airplane designers, manufacturers, flyers and airline officials, will be to review the aviation problems of the year and discuss the solution of those problems.

MacDonald was appointed to the committees by Arthur L. Boreman, president of the National Aeronautics Association. The clinic ends November 22.

Presenting . . .

**The Honorable
Elmer E. Robinson**
MAYOR-ELECT

and MEMBERS of the
Board of Supervisors
of the City and County of San Francisco



**At A
Community Progress Luncheon**
in the San Francisco Commercial Club
Thursday, December 4th . . . 12:00 Noon

*Please
Make Your
Reservations
EARLY!*

•
Price—\$1.75 per plate
(tax included)

SAN FRANCISCO CHAMBER OF COMMERCE
333 Pine Street, San Francisco 4, California

Please reserve _____ place(s) for me at \$1.75 each
at luncheon honoring Mayor-Elect Elmer E. Robinson on Thursday,
December 4, 1947, in the San Francisco Commercial Club, at 12 noon.

(Kindly enclose self-addressed envelope for forwarding tickets.)
(Telephone reservations accepted.)

Name.....

CHECK
ENCLOSED

Firm.....

Address.....

\$.....

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For details call World Trade Department, EXbrook 2-4511, Ext. 70 and refer to the Trade Tip's number. Stars indicate the names and addresses of references are on file.

7458 FRANCE—Française Picon, 12 Rue Grata-
loop, Lyon wishes to represent manufacturers of general food produce.

7459 FRANCE—Nord-Necore, 199, boulevard de la Liberté, Lille (Nord), would like to contact an American corporation for importation and exportation of all products.

7460 INDONESIA—A. Hamid-Jacob, Ltd., Djambi Sumatra, want to represent American manufacturers in trading with Indonesian markets.

7461 VENEZUELA—M. Bermudez Vargas, Apartado No. 375, Maracaibo, wants to represent American manufacturers on a commission basis.

SPECIAL NOTICE

7462 DENMARK—Paul Byrge Sorensen, Ingeborgvej 55, Hellerup, Copenhagen, advises that Messrs. Kay-Jorgensen, Copenhagen, producers of toys in wood, are interested in reconnections with an American firm of good reputation which is in a position to produce these goods in the United States on a license basis.

7471 GUATEMALA—Mercedes de Alzamora, Aserrador Tiquisate, Rio Bravo, C. A., wishes to purchase ice-making plant, capacity 50-60 cakes of 160 lbs. per day. Also needs Diesel motor and pump. Copy of letter available containing details. Wishes proposals and prices.

7472 MEXICO—Willy de Sina, S. A., Calle Rosales 12 Pie, Apartado No. 76, Culiacan, Sinaloa, wishes hardware, tools, household appliances, agricultural machinery, etc. Please send catalogs and quotations.

7473 MEXICO—Enrique Brunner, Palma Sur 32, Despacho 301, Mexico, D. F., desires to contact manufacturers of machinery for gold neck chains and stainless steel jewelry.

7474 NETHERLANDS EAST INDIES—Bethel Moleucan Mission, Ambona, wants quotations for 24"x120" corrugated galvanized iron sheeting 24"x120" with roof fittings, same in aluminum, expanded metal lath, inexpensive metal ceiling; plain and galvanized cement board, 4'-21/2' and 4'-3 1/2'; wholesale grocery price lists; sheet metal troughing for 6" flume, and fittings.

IMPORT

* **7478 AUSTRALIA**—Heine Brothers (Australasia) Pty. Ltd., Queensland, National Bank Chambers, 281-285 Collins St., Melbourne, C. 1, offers imports of nearly all fresh and frozen shell.

7482 BELGIUM—F. & G. Dumortier, 165 Rue Groeselenberg, Uccle, Bruxelles, offers baby linen and dresses for children, hooded cloches and dresses, braces, caps, mantles, sheets, pillow cases for perambulators; all of rayon, cotton, wool and knitted wool. Delivery in five to six weeks. Wish wholesale purchasers. Sole agency will be granted.

7483 BOLIVIA—Blanco, Pascual y Cia, Casilla 16, Potosi, offer oxen horns, without interior bones, in a quantity of 100,000 kilos. Please indicate price by kilo (CIF Antofagasta or Arica (Chile) offered).

7484 CANADA—Interior Industries, Limited, 602 Rogers Building, Vancouver, B. C., offers hime in any form.

7485 CANADA—The Burko Agencies Registered, 360 King St., Quebec City, offers baseball and softball bats of ash, hickory, maple and birch. Also ice hockey sticks of ash, birch and maple, in 1, 2 and 3 pieces.

Washington Notes . . .

ports by subcommittee that studied the capacity of various industries to meet European needs.

• 5) A Report by a Special Tax Study Committee rendered to the House Committee on Ways and Means making numerous suggestions on changes in the present Federal tax structure.

• 6) A report rendered to the House Ways and Means Committee by the Treasury Department, regarding "the taxation of farmers cooperative associations."

Copies of these reports are in the San Francisco office of the Chamber for review by interested parties.

New Western Sales Magazine Set For January Release

A new monthly magazine devoted to Western markets and media is scheduled for its first release in January.

Titled, "Western Selling," the new magazine will cover 2,500 advertisers and their advertising agencies, according to Editor Elliott C. Hensel.

• The first issue will feature the San Francisco Bay Area.

The magazine will feature monthly market surveys, articles on selling, western "case histories," and sales promotion aids.

New Officers Elected To Merchants Group

P. R. Mills, President of the Clinton Cafeteria Company, has been elected 1948 President of the Retail Merchants Association of the San Francisco Chamber of Commerce, it was announced today by the Chamber.

• R. S. McConnell, partner, Robert S. Atkins Company, was elected first vice-president of the group; R. C. McLaren, district manager, F. W. Woolworth Company, was elected second vice-president.

David P. Street was re-elected managing director of the Association.

• Elections were held Monday, November 17 at the annual Retail Merchants Association meeting at the St. Francis Hotel.

Frank McKee To Be Here December 10-26

Frank McKee, manager of the Washington Office of the San Francisco Chamber of Commerce, will be in San Francisco from December 10 through December 26.

Chamber members interested in consulting with McKee may contact him through his Chamber office.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. These are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6830—DEARBORN SPECIALTY COMPANY, 13011 Ford Rd., Dearborn, Michigan, manufacturers of grinding brake shoes, interested in contacting railway supply companies and jobbers as sales outlets in California and West Coast.

D-6831—NATIONAL PICTORIALALL, INC., 141 North La Brea Ave., Los Angeles 36, California, manufacturers of a picture lamp desires sales representatives calling on retail stores including religious, gift, photo, souvenir, etc.

D-6832—J. C. REMFORD & SONS, 1259 West State St., Jacksonville 1, Fla., manufacturers of steel clamps including safety lock, pipe, swivel jaw, cam grip plate, seeking sales representative in San Francisco area.

D-6833—GUILD PRODUCTS, 211-13 W. Market St., Sandusky, Ohio, manufacturers of colored aluminum wall tile, seeking distribution.

D-6834—IVAN F. STALCUP, Bloomfield, Indiana, manufacturer of a patented triple garment hanger desires sales representation.

D-6835—FLOUR CITY BOX & MANUFACTURING COMPANY, 215 27th Ave. NE, Minneapolis, Minn., manufacturers of wooden beverage cases seeking brokerage outlet for their products. Commission basis.

D-6836—WESTERN STATES SALES, 33 West Broadway, Salt Lake City, Utah, many sales representatives offer coverage of Intermountain region and Pacific Coast territory.

D-6837—COATED FABRICS CORP., 727 Atlantic Ave., Boston 11, Massachusetts, manufacturers of coated fabrics for all trades interested in contacting qualified sales representative. Commission basis.

D-6838—PLANITECT COMPANY, 539 Magazine St., New Orleans 10, La., manufacturers of new planning kit for aiding home builders seeking new customers in Bay Area. Item would retail through both lumber and book dealers.

D-6839—THIS WEEK IN NEW ORLEANS, publication, 502 Poydras St., New Orleans 12, La., wish to act as representatives for local manufacturers of advertising novelties in New Orleans area. Contacts already established.

D-6840—M. T. STEIDL, 515 First Ave., N. Fargo, N. D., manufacturers and distributors of plastic items desire manufacturer's agent now calling on department store trade.

D-6841—FEDERAL TOOL & MFG. COMPANY, 3212 N. Washington Ave., Minneapolis 12, Minn., manufacturers of smaller type short run stampings used in electrical devices, office machines, vending machines, farm machinery, etc., desire representative. Exclusive territory and commission basis.

National Aeronautic Chapter Meets Tonight

The November meeting of San Francisco Bay Area Chapter of the National Aeronautic Association will be held tonight at 7:00 p.m. at the Villa Chartist in San Mateo.

Thomas Wolfe, Vice President in charge of the Pacific Alaska Division of Pan American World Airways, will be the guest speaker.

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Volume 4

Thursday, November 27, 1947

Number 48

NOTES

from the Chamber's

WASHINGTON OFFICE

• FOREIGN TRADE ZONE

A full and complete set of revised applications for the establishment of a Foreign Trade Zone has been received in Washington and is now being reviewed by the Secretary of the Foreign Trade Zones Board.

During the week, a group of California Legislators, headed by Senator Randolph Collier, who was accompanied by Assemblymen Richard H. McCollister, J. G. Crichton and Vincent Thomas, has been in Washington and has joined with the San Francisco Chamber in urging the establishment of this Zone at the earliest possible moment.

This group, together with the Manager of your Washington Office, was informed by the Chairman of the Board of Alternates that a meeting of that Board had been called for December 2d and that in all likelihood machinery would be set in motion for the establishment of the Zone.

• ANGEL ISLAND

This same group of Legislators, accompanied by your Washington representative, called on the War Assets Administration and discussed the problems confronting the WAA in disposing of this property to the State of California for State park purposes.

The entire group called on Congressmen Franck Havenner and R. J. Welch, who pledged full cooperation at the Washington level. A number of problems will have to be worked out in California before this transfer is finally consummated.

Queen of Klamath Basin



Pictured above are Betty Skelton, Betty Jean Logan, Mary Jo Miller and Queen Betty Chin of the Klamath Basin Potato Festival, presenting a sack of special Klamath Potatoes to Chamber President Carl J. Eastman while Robert DiGiorgio, chairman of the Chamber's Agricultural Committee looks on.

Robinson To Speak At C of C Luncheon

Mayor-elect Elmer E. Robinson and the San Francisco Board of Supervisors will be the guests of honor at a "Community Progress Luncheon" sponsored by the San Francisco Chamber of Commerce and the San Francisco Commercial Club, Thursday, December 4.

• The luncheon will be held at the Commercial Club, 465 California Street.

Mayor-elect Robinson will be the principal speaker. He will outline his plans for the development of San Francisco during his administration.

New Data on Fats and Oils for West Compiled

Over 612,000 tons of various raw materials were consumed in the 11 western states during 1946 for vegetable oil production, according to U. S. Census Bureau data just released by the Industrial Department of the San Francisco Chamber of Commerce.

• The western states used over 6.3 per cent of all materials consumed in the U. S. for vegetable oil production during 1946, the Chamber report said.

Production and consumption data regarding animal and vegetable fats and

(Continued on page 4, column 2)

Wholesale Sales Up 18 Per Cent

Wholesale sales in the Pacific Coast Division during the first 9 months of 1947 were 18 per cent above the same period last year, according to a report released today by the Research Department of the San Francisco Chamber of Commerce.

September sales were up 19 per cent above last September and 12 per cent above August. September sales in the nation were up 20 per cent compared to last September, and the 9 months cumulative up 21 per cent, based on reports by the U. S. Census Bureau.

The neighboring Intermountain Region again led all regions in the United States for the first 9 months with an increase of 28 per cent; the South Atlantic followed with a 26 per cent gain, and the East South Central and the East North Central groups both reported 23 per cent increase for the cumulative period. The Middle Atlantic reported the least gain—14 per cent.

WHOLESALE SALES BY KINDS OF BUSINESS—PACIFIC COAST

KINDS OF BUSINESS—	Percentage Change in Sales			
	Sept. 1947 from Sept. 1946	Sept. 1947 from Aug. 1947	9 Mos. 1947 from 9 Mos. 1946	
PACIFIC.....	19	12	18	
Automotive Supplies.....	19	12	18	
Clothing and Furnishings, except shoes.....	-21	7	-9	
Shoes and other Footwear.....	-12	-11	32	
Drugs and Sundries (liquor excluded).....	9	9	2	
Dry Goods.....	46	11	19	
Electrical Goods.....	40	11	73	
Fresh Fruits and Vegetables.....	8	72	4	
Furniture and House Furnishings.....	37	23	36	
Groceries.....	19	17	5	
Misc. and Meat Products.....	61	0	52	
General Hardware.....	11	0	21	
Industrial Supplies.....	42	16	1	
Plumbing and Heating Supplies.....	-9	20	-17	
Jewelry.....	63	18	45	
Lumber and Building Materials.....	9	13	20	
Machinery Eqp't. and Supplies except Electrical.....	-1	15	9	
Metals.....	16	13	-3	
Tobacco Products.....	-9	3	-5	
Leather and Shoe Findings.....	-6			

Foreign Trade Tips . . .

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For details call World Trade Department, EXbrook 2-4511, Ext. 70 and refer to the Trade Tip's number. Stars indicate that names and addresses of references are on file.

VISITORS

7953 AFRICA—Mr. A. Jacob, representing Progress Sales Company, Johannesburg, wishes to represent American manufacturers of cotton and rayon piece goods, handkerchiefs, sheets and pillow cases, sport shirts, etc. Write c/o M. Fine and Sons, Mfg. Co., Inc., 40 North Street, New York City, N. Y.

7956 BRAZIL—Mr. W. D. Rector, representing W. D. Rector of Sao Paulo, wishes to represent American manufacturers and exporters in Brazil. Will be in New York from November 28 to 30th at the Hotel Martingale, Broadway and 32nd St., in Chicago from December 2nd to 16th at the Stevens Hotel, 720 South Michigan Ave.

7957 BRAZIL—Francisco Silva Jr., General Manager of Francisco Silva Jr. & Co. Ltda., Sao Paulo, wishes to represent manufacturers of handbags, equipment for warehouses, such as movable benches, hoists, small hand trucks, etc. Write c/o Sr. Marchado, Brazilian Government Trade Bureau, 531 Fifth Ave., New York.

7958 COLOMBIA—John Gomez, representing Uribe Gomez & Co., Medellin wants chemicals, building materials and raw materials for textile industries. May be contacted at the Billmore Hotel, Los Angeles, until November 10th.

7959 ITALY—Mr. Joseph Latoracra Jr., 240 Riverside Avenue, Lyndhurst, New Jersey, is representing the manufacturers of a brand new patented idea for magic coloring and designing for children and young artists. Material already in production in Italy for reasonably prompt export delivery.

♦ **7980 NICARAGUA**—R. Arena y Arana, manager of Renato Arana & Co., wants textiles, cottons, groceries, building materials, and beer. Will be in San Francisco for about a month, at 622-A Hayes Street.

7981 PHILIPPINES—Francisco G. Genato, president of Genito Commercial Corporation of Manila, is interested in contacting manufacturers and producers only of canned fish, fruits and vegetables, hams, bacon and canned meats, fresh fruits, soya beans, chemicals, building materials, pharmaceuticals, and textiles, etc. can be contacted at the Palace Hotel, San Francisco.

7982 SIAM—Mr. H. Sabakha, representing Subhanki Co. of Bangkok, wants to export and import general merchandise. Contact at 2309 Haste St., Berkeley.

7983 SWEDEN—S. Kotschack, representing Florenzi & Co., of Stockholm, wants household dry goods and other consumer's goods. Write c/o G. A. Florenzi, Pennsylvania Hotel, New York, N. Y.

EXPORTS

7984 ARGENTINA—Le Gorminador, Calle Guanacache 5459, Buenos Aires, want small caterpillar tractors for use in the fields and on fruit-bearing mountains.

7985 ARGENTINA—Indalecio Angulo e Hijo, Calle 13 de Noviembre 1149, (R. 88) Buenos Aires, wants iron and zinc oxide.

7986 ARGENTINA—Benjamin S. Lifschitz, 883 Av. Roque Saenz Pena, Piso 10-A Buenos Aires, are interested, as direct buyers, in any line of electrical appliances for use in the home, such as washing machines, dishwashers, floor polishers, vacuum cleaners, air-conditioners, etc. Please send illustrated literature.

7987 BELGIUM—Belgeco, 48, rue de l'Intendant à Bruxelles, Brussels, a wholesale firm, asks exclusive offers from American manufacturers of optical articles.

Housing Aids Suggested by Marcus At Gamble Hearing

Revision of the system of distribution of building materials from manufacturer to consumer; elimination of any labor practices leading to excessive costs; and the erection of rental units by private enterprise should be encouraged by local and federal authorities.

These were the conclusions and recommendations presented by William A. Marcus, special housing representative of the San Francisco Chamber of Commerce, appearing before the Gamble Joint Committee to Investigate Housing.

• Commenting on the rental problem, the Marcus report pointed out that venture capital had not been attracted to the erection of multi-family rental units because of rising and uncertain building and labor costs; shortage of materials; deficiencies of labor; government control of rents until July 1, 1947; and uncertainty of availability of governmental guaranty on FHA loans.

Following the recent release of the Chamber's Housing survey and the Marcus report, the Chamber's research department received numerous inquiries concerning studies of the operating costs of rental units. Contrary to previous reports, the Chamber, according to Research Manager Ralph Koerber, "has made no surveys dealing with this phase of the rental picture."

Fred McCargar To Head Monterey County Fair

Fred S. McCargar, former manager of the Salinas Chamber of Commerce, was elected secretary-manager of the Monterey County Fair at Monterey yesterday, it was announced today by Walter F. Markham, president of the 7th district Agricultural Board which operates the annual fair.

McCargar has been manager of the Salinas Chamber and Rodeo at Salinas for 24 years.

The newly elected secretary-manager will leave immediately, with Mrs. McCargar, for Presque Isle, Maine, to visit his son, John McCargar, public relations director of the Maine Potato Growers Association.

McCargar is a member of the San Francisco Press Club and San Francisco Commonwealth Club.

Southern Pacific Orders 44 New Passenger Cars

Orders have been placed by the Southern Pacific Company for 44 additional new lightweight streamlined passenger cars, the company announced this week. This latest order brings to a total of more than \$95,000,000 the company's postwar purchase of freight and passenger equipment.

• Of the new cars just ordered 41 will be sleeping cars with room space exclusively and of more modern design throughout, according to A. T. Mercier, president of the railroad, who said the cars will be for service on various of the company's principal trains.

Less than half the 15,750 freight and refrigerator cars ordered by the railroad since V-J Day have been received to date, because of material shortages and other difficulties encountered by the builders, Mr. Mercier said.

Deliveries of freight equipment are being made in some quantity now, although not at the rate which the builders predicted a few months ago, it was stated. Completion of deliveries of the company's freight cars still on order is not expected before next summer, but last of the 5,000 new refrigerator cars, now being delivered, is promised during March.

• Of 51 Diesel-electric locomotives, including 28 main line freight and passenger locomotives of 6,000 horsepower each, all but three are expected to be in service on Southern Pacific lines within the next three months, according to latest estimates from the builders.

First of the postwar deliveries of the 107 new passenger cars now on order is not expected until next August, and the car manufacturers can not promise to start deliveries on the latest order for 41 sleeping cars until the second quarter of 1949, Mr. Mercier said.

World Trade Dept. Has New Tariff Lists

A copy of the concessions, tariff reductions and analysis of trade agreements agreed upon by 23 nations at the Geneva conference, October 30 is available for reference purposes at the World Trade Department of the San Francisco Chamber of Commerce, 333 Pine Street.

Retail Sales Up 11 Per Cent

Independent retail store sales in San Francisco during September were up 11 per cent above September a year ago and the first 9 months sales were up 7 per cent above the same period last year according to a study released today by the Research Department of the San Francisco Chamber of Commerce.

Gains reported by other Bay cities, based on reports by the U. S. Bureau of the Census, for the month of September and the 9-month period were as follows: Alameda 13 and 14 per cent respectively; Berkeley 13 and 21 per cent; Oakland 10 and 12 per cent; Palo Alto 17 and 23 per cent; San Jose 2 and 15 per cent, and Vallejo 16 and 12 per cent respectively.

The comparative trend of independent store dollar sales for several key cities in the United States by various store groups is shown in the attached table.

INDEPENDENT RETAIL STORES SALES TREND IN SEVERAL CITIES IN THE UNITED STATES

GROUP	Percentage Change in Dollar Sales					
	San Francisco		Los Angeles		Chicago	
	9/47 from 9/46	9 Mos. '47 from 9 Mos. '46	9/47 from 9/46	9 Mos. '47 from 9 Mos. '46	9/47 from 9/46	9 Mos. '47 from 9 Mos. '46
Total Sales	11	7	7	14	13	14
Food Group	2	9	1	4	12	11
Eating-Drinking Places	-6	-6	-4	-5	3	0
General Mdse.	8	3	1	5	10	5
Apparel Group	9	22	-1	-4	8	0
Furniture-Household-Radio	36	22	16	27	26	15
Lumber-Hardware Group	37	35	35	25	33	16
Automotive Group	32	57	23	67	35	93
Drug Stores	3	11	-2	0	5	6
Miscellaneous	23	13	-3	-5	12	6

GROUP	Percentage Change in Dollar Sales					
	Washington, D. C.		Baltimore		Boston	
	9/47 from 9/46	9 Mos. '47 from 9 Mos. '46	9/47 from 9/46	9 Mos. '47 from 9 Mos. '46	9/47 from 9/46	9 Mos. '47 from 9 Mos. '46
Total Sales	9	6	9	13	-1	6
Food Group	-2	7	2	5	0	8
Eating-Drinking Places	-6	-7	-4	-2	-9	-8
General Mdse.	7	1	3	3	-2	8
Apparel Group	1	-1	-1	-5	-7	-7
Furniture-Household-Radio	16	5	13	8	4	8
Lumber-Hardware Group	96	67	47	22	22	23
Automotive Group	45	74	36	82	18	55
Drug Stores	-6	-3	-6	-3	2	3
Miscellaneous	-4	-3	-4	-4	-5	1

Domestic Trade Tips . . .

A digest of correspondence received from those desiring or offering lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXHIBIT 2-4511, Ext. 56.

D-6842—STAINLESS MANUFACTURERS, INC. 4224 6th Ave., Des Moines 13, Iowa, manufacturers of polished stainless steel flower cases and pots seeking sales representatives or distributors for West Coast territory.

D-6844—H. D. CRANE CO. 60 East 42nd St., New York 17, N. Y., interested in representing manufacturer in the New York Metropolitan area. Contacts established among steamship, stevedoring, building construction, engineering and industrial organizations.

D-6845—M & A SALES & MFG. CO. INC. 715-717 Broadway, New York 3, N. Y., manufacturers of plastic baby pants, rain hoods.

shower caps, head scarves, aprons, table cloths, woven paper cloth, rayon piece goods, etc., desire factory representative to cover San Francisco and adjacent territory.

D-6846—PACIFIC VIRAGON CO. 1836 So. Vermont Ave., Los Angeles 6, Calif., distributors of industrial, house and institutional air purifiers, units utilizing ultra violet radiation, seek sub-distributor in this area, liberal discount.

D-6847—THE MIDWEST LIGHTING PRODUCTS CO. 1347 Beach Parkway, Cleveland 7, Ohio, manufacturers of an incandescent lighting fixture, seeking representation in San Francisco, selling directly to consumer on 25 per cent commission basis.

D-6848—COMMODITY SALES COMPANY 2616 Second Ave., Seattle 1, Wash., manufacturers of representatives offer coverage of Washington, Oregon, Idaho & British Columbia. Contacts established with jobbers of wholesale hardware, electrical goods, and houseware lines.

October Industrial Expansion . . .

—By the Chamber's Industrial Department

October industrial development in northern California and the San Francisco Bay Region totaling 46 projects to cost \$9,386,850 brought the first ten months tabulations of 1947 to 695 projects to represent \$122,472,875 in outlays, according to the Industrial Department of the San Francisco Chamber. The 1947 Northern California outlays slightly exceed the figure of \$122,169,403 reported for the first ten months of 1946.

San Francisco Bay Region (12 counties) developments for October account for 41 projects to be valued at \$8,551,850, and bring the year's total to 560 new plants and expansions to cost \$104,227,250, compared to \$103,225,590 tabulated through October last year. San Francisco's 13 October projects with a total value of \$1,496,000 set the city's 10 months developments at 165 new plants and expansions to cost \$14,331,700 compared to \$12,833,300 for the same period in 1946.

Ten months development or 1947 summarize as follows:

Northern California		
287 expansions	\$ 66,684,830	
408 new plants	55,788,025	
695 projects	\$122,472,875	
Bay Region		
233 expansions	\$ 83,056,350	
327 new plants	41,170,900	
560 projects	\$104,227,250	
San Francisco		
77 expansions	\$11,837,200	2,491 jobs
88 new plants	2,494,500	636 jobs
165 projects	\$14,331,700	3,127 jobs

● October 1947 projects tabulate as follows:

Northern California		
23 expansions	\$5,084,850	
23 new plants	4,302,000	
46 projects	\$9,386,850	
Bay Region		
21 expansions	\$4,834,850	
20 new plants	3,717,000	
41 projects	\$8,551,850	
San Francisco		
8 expansions	\$1,446,000	186 jobs
5 new plants	50,000	35 jobs
13 projects	\$1,496,000	221 jobs

Among the important Bay Region developments for October are:

● Pacific Engineering and Supply Company, Pier 62, San Francisco, is a new firm occupying 10,000 square feet and employing 10 in the production of box conveyors.

● Laminated Paper Boards, 2665 Jones Street, San Francisco, leased 52,000 square foot building for \$200,000 removal and expansion of laminated board plant. Will create 8 new jobs.

Chamber-Mission Luncheon



Left to right: Chris J. Christensen, president, Mission Merchants Association; Louell Garrison, publicity department, General Electric Company; Ray McCowell, vice president, Chamber's Retail Merchants Association; and Louis E. Lundberg, Chamber general manager. Occasion was Chamber-Mission merchants luncheon recently.

Fats and Oils

oils in the eleven western states are available as the result of an extended program which the Chamber's Industrial Department has been conducting with the U. S. Census Bureau.

The Census Bureau publishes invaluable data about industrial commodities on a national basis in practically all cases, according to G. L. Fox, manager of the Chamber's Industrial Department.

"While the value of these data would be greatly enhanced in sub-totals could be broken down by groups of states to permit production and consumption analyses by areas, the Census Bureau is affording excellent cooperation," Fox declared.

The first regional statistics concerning animal and vegetable fats and oils which were received recently show that for 1946 the eleven western states consumed the following percentage of the national totals of the indicated raw materials used in the production of vegetable oils: olives, 99.7%; copra, 77.6%; cottonseed, 7%; flaxseed, 6.7%; and soy beans, 2%.

New statistics authorized by the U. S. Census Bureau for release by the Chamber can be obtained through the Chamber's Industrial Department.

Blake, Moffitt & Towne Erecting Oakland Bldg.

Construction of a modern warehouse building and divisional offices in Oakland was announced this week by James K. Moffitt, president, Blake, Moffitt & Towne, wholesale paper distributors.

● The new office-warehouse plant, occupying a three-story building with more than 100,000 square feet, will be approximately four times the size of the present plant.

Importance of the Bay Area as one of the West's greatest markets was cited by Arthur W. Towne, company vice president and former director of the San Francisco Chamber of Commerce, as reason for the company's expansion program.

"This expansion of our facilities is in line with the rapid growth of the Bay Area," he said.



Bay Region Business

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SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, December 4, 1947

Number 49

S. F. Chamber Elects 1948 Officers— W. P. Fuller Brawner Is New President

Production Specialist



W. P. FULLER BRAWNER
New President, San Francisco
Chamber of Commerce.

Industrial production and human relations—these are two keys to the interests of W. P. Fuller Brawner, 1948 President of the San Francisco Chamber of Commerce, and vice-president and treasurer in charge of production at W. P. Fuller and Company.

If you round out the picture with a zest for constructive community service you have a portrait of Brawner who, at 44, is one of the youngest men ever chosen to serve as President of the San Francisco Chamber of Commerce.

His youthful appearance conceals nearly a quarter-century of business and community service since graduation from Princeton in 1924. He was president of the Junior Chamber of Commerce in 1934 at the age of 31, and was a co-worker with those who founded the Junior Chamber in 1923. He has served on many committees of the Community Chest and was General Campaign Chairman for the Chest in 1936. During the Golden Gate International Exposition, Brawner acted as Chairman of the Special Events Committee and member of the Executive Committee.

• In September, 1940, he was commissioned a captain in the United States

The 1948 president of the San Francisco Chamber of Commerce is W. P. Fuller Brawner, vice-president and treasurer, W. P. Fuller Co., according to election results announced by the Chamber today.

Brawner will take office January 1, 1948.

• George G. Montgomery, vice-president, Castle & Cooke, Ltd., was elected first vice-president.

• George C. Tenney, president, McGraw-Hill Company of California, was elected second vice-president.

• Richard D. Brigham, vice-president, Anglo California National Bank, was elected third vice-president.

• Louis B. Lundborg, general manager of the Chamber, was re-elected as fourth vice-president.

• Elected treasurer was Henry E. North, vice-president and Pacific Coast manager, Metropolitan Life Insurance Co.; assistant treasurer is Robert Di Giorgio, officer and director, Di Giorgio Fruit Corporation.

Marie A. Hogan was re-elected as secretary.

Fuller Brawner was first vice-president of the Chamber during 1947 and succeeds the 1947 President, Carl J. Eastman, vice-president and Pacific Coast manager, N. W. Ayer & Son, Inc. On accepting the presidency, Brawner said:

"On January 2, 1948, when the newly

Army and was stationed in Washington, D.C. In January, 1942, Brawner was commissioned as a major in the Army's Chemical Warfare Service in San Francisco. Appointed executive officer in charge of the San Francisco Chemical Warfare District, he advanced to the rank of Lieutenant Colonel. Early in 1945 he was sent to Washington, D.C., where, as a Colonel, he held the position of chief of production in the Chemical Warfare Division.

• With the end of the war he returned to W. P. Fuller and Company as vice-president and treasurer in charge of production and in 1946 was elected to the Board of Directors of the San Francisco Chamber of Commerce. In 1947, he served as First Vice-President of the Chamber.

Although born in the East and raised there, Fuller Brawner is a descendant of Western Pioneers. His grandfather, W. P. Fuller, came West as a young man in 1848, panned gold and founded the business which bears his name. His father's people were Brawners of Virginia.

elected Board of Directors of the San Francisco Chamber of Commerce assume their responsibilities of office, they will have before them an opportunity to assist the people of the City of San Francisco in their forward progress to an extent seldom, if ever, presented to any previous Board of Directors.

"First, the people of San Francisco themselves set the pace for 1948 by overwhelmingly voting in favor of the so-called progress bond issues, the proceeds from which can do so much toward needed improvements in relieving traffic congestion, improving transportation and providing healthy recreation facilities.

"We need more homes, more streets, more transportation facilities, more industrial and business sites and so we must continue our studies of plans which, when put into operation, will alleviate present overcrowded, congested conditions and do so much to help the health and happiness of the community.

"Plans already formulated and approved must be put into operation as soon as possible to provide proper facilities for San Francisco's World Trade Center and for the many business activities that will automatically come along with it.

"Plans for a second bay crossing have already been developed and approved and it remains for us to put into operation the machinery to start construction on it. Our studies have indicated that the proposed crossing from Army Street to Alameda is most advantageous to San Francisco and, as a matter of fact, to most of the Bay Area counties, and so every effort should be made to expedite work on this structure just as much as possible.

"There are so many other activities facing our new Directors that it would not be possible for me at this time to enumerate them all and discuss them in detail. A few of the most important projects are the many activities connected with industrial expansion, construction and housing problems, continuation of our work to make San Francisco Airport the No. 1 airport in the country, traffic safety activities, a continuation of our close association with the farm areas nearby and launching appropriate programs in commemoration of the centennial years of 1948-49 and 50.

"With this great variety of activities ahead of us, it is certain that this Board of Directors will continue to broaden the interests of the San Francisco Chamber of Commerce—a Chamber of Commerce which no longer merely represents the interests of a small group of downtown business firms, but whose interests are city-wide; in fact, covering the whole of the Bay Area and Northern California.

Survey of Business Conditions in San Francisco

October, 1947

BRANCH OF ACTIVITY	OCTOBER 1947	OCTOBER 1946	PER CENT CHANGE	10 MONTHS 1947	10 MONTHS 1946	PER CENT CHANGE
GENERAL BUSINESS ACTIVITY S. F. C. of C. Index 1935-39 Avg.=100.....	249.5	223.8	11.5	223.9	210.6	6.3
CONSTRUCTION PERMITS						
Total.....(number)	962	690	39.4	7,184	6,995	2.7
.....(value)	5,028,018	2,627,658	91.4	38,116,858	35,675,308	8.8
Residential, New.....(number)	206	206	42.2	2,084	2,263	-7.9
.....(value)	2,881,131	1,811,850	59.0	18,621,478	15,635,464	19.1
Dwelling Units.....(number)	341	260	51.2	2,440	2,700	-9.6
Single Family Dwellings, New.....(number)	251	167	50.3	1,853	1,893	-3.1
.....(value)	2,181,631	1,244,250	155.7	14,593,578	11,177,814	30.6
Non-Residential, New.....(number)	26	12	116.7	209	254	-17.7
.....(value)	918,575	80,593	1059.8	9,423,597	9,953,719	-5.3
Additions, Alterations and Repairs.....(number)	643	47	1288.1	4,891	4,478	9.2
.....(value)	1,228,312	735,195	67.1	10,071,963	10,086,125	-0.1
REAL ESTATE						
Sales.....(number)	1,778	1,767	0.6	15,997	18,682	-14.4
.....(value)	22,194,692	21,219,694	4.6	193,876,507	230,934,609	-16.1
Mortgages and Deeds of Trust.....(number)	1,883	1,805	4.3	16,542	16,665	-0.7
.....(amount)	14,898,929	15,399,284	-3.2	149,827,136	162,075,929	-7.6
RETAIL DEPARTMENT STORE SALES San Francisco.....(index)	251	257	-2.3	236	232	1.7
FINANCE						
Bank Deposits.....(\$000)	2,459,709	2,044,131	20.3	20,857,251	18,966,962	10.0
Bank Clearings.....(\$000)	1,773,923	1,506,113	5.9	16,006,527	15,711,537	1.8
Postal Receipts.....(\$)	1,697,716	1,541,476	10.1	16,556,723	18,174,583	-8.9
San Francisco Stock Exchange.....(no. shares traded)	1,099,874	1,086,363	1.2	8,878,948	13,037,713	-31.9
.....(market value)	17,666,345	15,274,915	15.7	135,678,161	201,217,357	-33.6
COMMERCIAL FAILURES						
Liabilities.....(\$)	192,454	70,082	174.6	1,543,751	999,338	54.5
Assets.....(\$)	31,458	8,348	276.6	677,074	564,620	95.3
EMPLOYMENT & PAYROLLS—Bay Area IS Co's. 1 (a)						
Employment.....(index)	153.4	155.1	-1.1	148.4	134.8	10.1
Payrolls.....(index)	294.9	265.9	11.7	272.7	219.6	24.2
NON-MFG. INDUSTRIES—IS Co's. 1 (a)						
Laundry, Cleaning, Dyeing.....(payroll)	(k)	(k)		(k)	(k)	
Wholesale Trade.....(payroll)	(k)	(k)		(k)	(k)	
Retail Trade.....(payroll)	(k)	(k)		(k)	(k)	
Hotels.....(payroll)	(k)	(k)		(k)	(k)	
PLACEMENTS IN SAN FRANCISCO—C.S.E.S.						
Industrial Placements.....(number)	470.3	5,524	-14.9	37,374	43,851	-14.8
Commercial.....(number)	3,680	4,330	-15.0	27,915	33,819	-17.6
.....(number)	1,023	1,194	-14.3	9,459	9,992	-5.3
TRANSPORTATION						
Freight Car Movements.....(number)	21,490	23,092	-6.9	223,706	226,980	-1.3
San Francisco Airport Traffic.....(no. planes)	(k)	4,716		(k)	44,559	
.....(no. passengers)	(k)	79,936		(k)	706,847	
Express Shipments—Rail.....(number)	274,850	387,597	-29.1	2,780,682	3,791,728	-26.7
Air.....(number)	17,291	17,924	-3.5	179,451	170,509	5.2
Air Mail Loaded.....(pounds)	(k)	401,049		(k)	5,295,383	
WORLD TRADE						
Vessel Arrivals with Cargo.....(number)	290	143	102.8	3,065	2,305	27.9
.....(net registered tons)	1,379,619	687,743	100.6	14,132,552	10,600,622	34.3
Vessel Departures with Cargo.....(number)	296	120	146.7	3,150	2,334	35.0
.....(net registered tons)	1,409,557	586,631	139.7	14,266,528	10,230,636	39.6
Exports—Value.....(millions of dollars)	36.7(d)	22.3(e)	64.7	320.0(f)	232.3(g)	38.0
Imports—Value.....(millions of dollars)	15.6(d)	10.4(e)	50.0	118.3(f)	70.2(g)	68.5
UTILITIES						
Electric Energy Sales Index.....(k.w.h.)	194	181	7.2	194	183	6.1
Industrial and Commercial Gas Sales.....(cu.ft.)	1,121,413,200	1,049,054,300	6.9	11,176,087,200	10,729,222,500	4.2
Water Consumers.....(net gain)	543	241	125.3	2,931	2,161	35.6
NEW DEVELOPMENTS						
Tourist and Settler Inquiries.....(number)	295	265	11.3	5,134	3,354	53.1
Golden Gate Bridge Crossings.....(number)	2,272,206	2,151,110	5.6	21,629,779	21,378,067	1.2
Bay Bridge Vehicle Crossings.....(number)	622,759	588,478	5.8	6,531,988	6,041,285	8.1
DAIRY RECEIPTS, FRUITS & VEGETABLES						
Butter.....(pounds)	2,051,777	2,151,633	-4.4	26,083,816	17,357,093	50.3
Cheese.....(pounds)	1,575,286	1,900,350	-17.2	16,304,231	14,179,228	15.0
Eggs.....(cases)	80,990	91,207	-11.2	982,000	954,469	2.7
Dressed.....(pounds)	1,504,115	4,350,097	-65.3	14,478,571	20,340,347	-28.8
Fruits and Vegetables.....(carlots)	2,239	2,103	6.5	19,458	20,203	-3.7
LIVESTOCK SLAUGHTER (b)						
Cattle.....(total number)	184,371	196,048	-6.0	1,771,183	1,983,081	-10.7
.....(number)	46,077	47,967	-4.0	424,886	415,387	2.3
Calves.....(number)	17,723	14,778	24.1	139,336	109,688	62.0
Sheep and Lambs.....(number)	84,320	108,361	-22.3	772,419	1,069,437	-27.8
Hogs.....(number)	36,249	25,342	43.0	414,542	388,569	11.8
S. F. LIVING COSTS 1935-39 Avg.=100						
Food.....(index)	210.3(d)	180.5(e)	12.8			
Apparel.....(index)	178.8(d)	159.4(e)	12.2			
Rent.....(index)	110.3(d)	106.7(e)	3.5			
Fuel, Electricity and Ice (e).....(index)	82.7(d)	83.1(e)	0.5			
Gas and Electricity.....(index)	72.7(d)	72.7(e)	0.0			
Other Fuel and Ice.....(index)	118.2(d)	114.2(e)	3.5			
House Furnishings Goods.....(index)	137.1(d)	139.9(e)	-2.6			
Miscellaneous.....(index)	150.8(d)	131.3(e)	15.6			
All Items.....(index)	165.7(d)	150.9(e)	9.8	161.8(f)	140.8(f)	14.9

(a) These data are based on reports submitted to the Division of Labor Statistics and Law Enforcement, State of California.

(b) Federal Inspection—San Francisco District.

(c) Gas costs have declined since 1925 and electricity costs since 1921.

(d) Sept. 1947.

(e) Sept. 1946.

(f) 9 months 1947.

(g) 9 months 1946.

(h) Quarterly average for Mar. 15, June 15, and Sept. 15, 1947.

(i) Quarterly average for Mar. 15, June 15, and Sept. 15, 1946.

(j) Not available in time for survey.

Acknowledgment is hereby made to Thomas Magee & Sons, Dismal & Bradstreet, Inc., local utilities, private organizations, Federal Reserve Bank of San Francisco, California State Department of Industrial Relations, Agriculture and Employment, and the United States Department of Labor, Agriculture and Commerce, and the United States Bureau of the Census, for the basic data each contributed toward this survey compiled by the Research Department, San Francisco Chamber of Commerce.

Don't Miss . . .

CHAMBER OF COMMERCE DAY

Featuring:

Carl J. Eastman

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G. L. Fox

Carroll Snyder

Alvin C. Eichholz

Harold B. Mills

At a Luncheon
Wednesday,
December 10, 1947

At the San Francisco Advertising Club
Gold Ball Room, Palace Hotel

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General Business Activity

Thumb Nail Sketch: by the Research Department

● TREND

General business activity in San Francisco continued to climb during October with the trend turning sharply upward from September. Financial transactions established an all-time monthly high, and the number of building permits were the highest in twenty years. Our October Index at 249.5 was 9.6 per cent above September and 11.5 per cent above October last year. The Index average for the 10-month period of 223.9 was up 6.3 per cent compared to the similar period last year.

● CONSTRUCTION

San Francisco building permits for October numbering 962 attained the highest monthly total in 20 years, and only a few times during the building surge of the middle twenties was this total exceeded. October building permits value—the second consecutive month this year—exceeded five million dollars and was 91.4 per cent above October a year ago.

New residential construction accounted for 293 permits valued at \$2,881,131 and provided for 341 dwelling units, of which 251 were single-family units. New non-residential construction accounted for 26 permits amounting to \$918,575; the larger projects in this group include private schools and convent for \$230,000; two warehouses \$266,000; a restaurant \$100,000; and an auto parts building \$110,000. Additions, alterations and repairs accounted for 643 permits valued at \$1,228,312; in this group, residential construction accounted for 271 permits valued at \$360,483, and non-residential, 365 permits valued at \$856,824. Permits for the 10 months cumulative numbering 7,184 with value of \$38,116,838, were up 2.7 per cent in number and 6.8 per cent in value compared to the same period last year. Of this year's total value of building permits, new residential permits accounted for 48.9 per cent, new non-residential for 38.3 per cent, and additions, alterations and repairs 12.8 per cent of the value.

● EMPLOYMENT

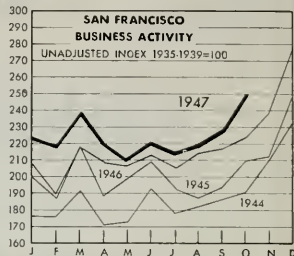
Employment conditions in San Francisco continued to improve throughout October. Unemployment claims in San Francisco for week ending November 6 amounted to 14,802, which was 2.2 per cent below the corresponding week in October. Compensable claims were down 7 per cent to 7,954. Veterans-Claims-Continued were down 8.8 per cent to 3,159; and unemployment insurance exhausts of 272 were 29 per cent lower than in the preceding period.

Placements in San Francisco during October totaled 4,703, of which 3,680 were in the industrial field and 1,023 in the commercial field.

Total placements in the State during October were distributed among the individual groups as follows: manufacturers 32 per cent; wholesale and retail 19 per cent; service 9.6 per cent; transportation and communications 8.9 per cent; construction 8.2 per cent; private households 8.2 per cent; regular government establishments 5.8, and miscellaneous 5.5 per cent.

Estimates and forecasts of civilian employment in California by industry divisions as reported to the Governor by his technical staffs in October were as follows:

Industry Division	Feb. 1946 Postwar Low	ESTIMATES			FORECASTS		
		April 1947	July 1947	Sept. 1947	Nov. 1947	Dec. 1947	Jan. 1948
Agriculture, Forestry and Fishing	304	340	380	475	425	590	365
Mining	36	38	38	48	38	38	38
Construction	151	170	185	190	190	185	180
Manufacturing	625	724	729	767	730	725	730
Transportation, Communications and Utilities	284	270	298	300	295	295	295
Trade	794	861	874	880	900	920	880
Service Including Finance	678	725	734	730	730	730	730
Government	455	414	405	400	400	410	400
Total Employment	3,327	3,542	3,643	3,780	3,708	3,693	3,608
Unemployment	475	420	390	300			
Civilian Work Force	3,802	3,960	4,033	4,080			



● MANUFACTURING

New industrial projects reported by our Industrial Department for October for the Bay Region numbered 20 with outlays of \$3,717,000; industrial expansions numbered 21 with outlays of \$4,844,336, making a combined total of 41 projects costing \$8,561,000, and bringing the 10 months cumulative to 360 projects costing \$104,227,250.

Production workers in the manufacturing industries in the San Francisco-Oakland Industrial area during October numbered 128,600 compared to 133,800 in September and 129,000 in October last year. The durable group accounted for 61,100, the highest in 5 months, and the non-durable group accounted for 67,500, practically identical to last year.

October manufacturing payrolls were up 11.7 per cent over last October and the 10 months cumulative was 24.2 per cent above the same period last year. October average weekly earnings in the manufacturing industry amounted to \$38.03 compared to \$36.56 in September and \$35.45 last October; and average hourly earnings amounted to \$1,456, \$1,431 and \$1,349 respectively. Average hours worked per week in October amounted to 39.9 compared to 39.0 in September and 39.6 in October last year.

● REAL ESTATE

Real Estate sales in San Francisco during September and October, in contrast to the preceding months this year, pulled ahead of the corresponding months last year. October sales of \$22,194,692 were up 4.6 per cent over last October. The 10 months' cumulative of \$195,876,507 was off 16.1 per cent in value and 14.4 per cent in number. October mortgages and deeds of trust against San Francisco real estate totaled 1,883 and amounted to \$14,808,929, compared to 1,805 amounting to \$15,399,284 last year.

● FINANCE

Financial transactions in San Francisco established a new all-time monthly high in October as measured by bank debits which totaled \$2,456,709,000. This was 20 per cent above last year, and postal receipts amounting to \$1,687,716 were up 10 per cent above last year. Value of transactions on the San Francisco Stock Exchange were up 35.7 per cent for the same period. October commercial failures numbered 4 with assets of \$31,438 and liabilities of \$192,454, compared to 3 failures a year ago with assets of \$8,348 and liabilities of \$70,082. At the end of the 10 month period, bank debits were up 10 per cent, postal receipts up 8.9 per cent and Stock Exchange transactions were about one-third lower than last year.

● LIVING COSTS

Living costs in San Francisco rose sharply from 159.3 on June 15 to 165.7 on September 15, according to the latest quarterly report of the U. S. Department of Labor. This was an increase of 4.1 per cent for the quarter and 9.8 per cent over September last year. The cumulative increase to 1947 compared to quarterly reports for 1916, was up 14.9 per cent.

Second Crossing Meet Tonight—Larkin Hall

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Bay Region Business

PUBLISHED BY THE
SAN FRANCISCO CHAMBER OF COMMERCE

Volume 4

Thursday, December 11, 1947

Number 50

Chamber's Air Policies Get Official Recognition

Policies established by the San Francisco Chamber of Commerce for participation in Civil Aeronautics Board airline route development cases brought favorable comment this week from James M. Landis, chairman, Civil Aeronautics Board.

• Said Landis, "The Board appreciates the interest of your community and is appreciative of the assistance which it can afford in cases involving the development and expansion of our air transportation system. We also appreciate the participation of the Chamber in past cases and are looking forward to its continued cooperation in the future..."

Rohde Receives National Traffic Post

Walter A. Rohde, manager, Transportation Department, San Francisco Chamber of Commerce, was elected a director of the National Industrial Traffic League at its annual meeting in Chicago recently.

• Also elected a director was A. D. Carleton, traffic manager, Standard Oil Company of California.

Elected vice president was Irving F. Lyons, traffic director, California Packing Corporation, who served as a member of the Chamber's Transportation Committee for 19 years.

This is the first time that a Pacific Coast man has been so honored.

Attention

The World Trade Department is endeavoring to complete its World Trade Index in order that new lists of exporters and importers can be compiled for national and international distribution.

• Manufacturers and traders who have thus far not registered and who wish to be included in such lists are urged to complete an index form immediately.

To receive the required index form call the World Trade Department, San Francisco Chamber of Commerce, EXbrook 2-4511, Extension 78.

S. F. Film Premiere



Pictured above is a portion of the audience of 450 who attended the premiere of the Standard of California film, "San Francisco—Queen of the West," held by the San Francisco Chamber of Commerce at the Commercial Club recently.

Bay Area Unity Seen In Industrial Exposition

Unification of the industrial Bay Area is the keynote of the Bay Area Industrial Exposition being planned now for July 2 to 9 inclusive, 1948, it is stated by Frank H. Schoenbein, Exposition board chairman.

• Schoenbein pointed out that the industrial show, which was originated by the San Francisco Junior Chamber of Commerce with the support of the San Francisco Chamber of Commerce to promote Bay Area industry, will be a gigantic showcase dramatically revealing the region's industrial progress since the great gold strike of 1848.

"Business groups and chambers of commerce from all the major cities of the 12 Bay Area counties are uniting to make the Exposition represent a powerful regional movement," Schoenbein said. "Exhibiting firms will have the opportunity of demonstrating their facilities and their products not only to the home market, but also to buyers from foreign markets."

Pillar Point Project Improved In Part

Construction of a rubble-mound breakwater at Pillar Point and a breakwater south of Princeton was approved last week by the District Engineer, U. S. Army.

• The Pillar Point breakwater will extend 2500 feet south with an arm of 2000 feet additional toward shore. The second breakwater would extend out from shore a mile south of Princeton.

Construction of this project will leave a harbor entrance of about 1000 feet between the two breakwaters. The area enclosed will be about one and one-half miles at the north end of Half Moon Bay, providing an extensive harbor for fishing and other small craft and approximately two miles of protected beach.

The project must now be approved by the Board of Engineers for Rivers and Harbors and be included in a bill for appropriation of the necessary funds. Cost is estimated at \$5,000,000, of which local groups must bear \$412,000 besides being required to establish a port district or similar organization to furnish land and rights of way and provide and maintain landings and mooring facilities.

This project had the support of the San Francisco Chamber of Commerce, which testified on its behalf at a hearing before the District Engineer.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in each instance. For details call World Trade Department, 520 Market 2-3111. Extension 70 and refer to the Trade Tip number. Stars indicate that names and addresses of references are on file.

EXPORT

7997 PUERTO RICO—Mir Suau & Co., S. en C., Box "O," Marina Station, Mayaguez, wants rattan weaving imported from China in the following sizes: 12-in. x 25-in., 14-in. x 25-in., 16-in. x 25-in., and 18-in. x 25-in.

7998 SIAM—Yong Hong Seng, Bangkok, wants to buy hardware. Interested in U.S. firm to act as buying agent.

7999 SIAM—Saha Thai Vatana Co., Ltd., Bangkok, wants to buy hardware and textile goods. Interested in U. S. firm willing to act as buying agent.

8000 SIAM—Sangar Bhanich Co., Ltd., Bangkok, wants to buy hardware and textile goods. Interested in U.S. firm willing to act as buying agent.

8001 SIAM—Athon Phanchi Co., Ltd., Bangkok, is interested in machinery, motorcar accessories, bicycles, radios, electrical supplies, firearms and ammunition. Interested in U.S. firm willing to act as buying agent.

8002 SIAM—Suphan Phantit & Company Ltd., Bangkok, wants to buy motor cars, motor boats, and accessories. Wants U.S. firm to act as buying agent.

8003 SIAM—Kamol Sukosol, Bangkok, wants to buy radios, electrical supplies, bicycles, motorcycles, sewing machines and tools. Interested in U.S. firm willing to act as buying agent.

8004 SIAM—Buam Paidya Co., Ltd., Bangkok, is interested in chemicals, pharmaceutical drugs, dental and optical goods, patent medicines, perfumes, etc. Interested in U.S. firm willing to act as buying agent.

8005 TURKEY—Mahmoud Hayfavi, P.O. Box No. 38, 4 Unu Vakif Han 1 Incl Kat No. 35-36, Istanbul, wish to import all kinds of construction materials, reinforced iron rods, steel sheets, wire nails, iron angles, zinc sheets, gas tubes, electrolytic copper, tin sheets, I-beams, pig lead, lead pipes and sheets, tin radiators, etc.

IMPORT

***8006 AUSTRALIA**—Paus Traders Pty. Ltd., 45 Flinders Lane, Melbourne, offer treated lamb skins suitable for rugs.

8007 AUSTRALIA—A. Holland & Son, 18 Sydney Arcade, Sydney, offer Australian tanned skins, especially hatters grade rabbit pelts—raw, for the hat manufacturing trade.

8008 BRAZIL—Keith Brauer, Post Box 1010, Bahia, offer quartz crystals, industrial diamonds, wax, castor seed, tropical oils, minerals, wolframide, sheelite, manganese, tungsten tri-oxide, bauxite.

8009 BRAZIL—F. F. Carvalho, Caixa Postal No. 445, Fortaleza, Ceara, has available 30,000 bales of raw cotton of good quality and very low prices. Prices and types on file.

8010 CANADA—Eddy Importers, 311 Province Building, Vancouver, offers Canada Brand peat moss, the highest quality bulk material put on the market, well packaged, dry and baled with a hydraulic press. Most ship in carload lots, price per bale is \$2.10. See Eddy Importers.

8011 CEYLON—Aristons, Gordon Building, P.O. Box 733, Colombo, offer tea, cinnamon, citronella oil, nutmegs, rubber (crepe and sole), desiccated coconuts, and other spices.

8012 CEYLON—Asian Jewellery & Curio Co., 74, Vakkwella Road, Galle, offer ladies' kalutara pest moss, handwoven bleached leaves of coconut palm. Available in many styles and shades. Prices on file.

8013 CHINA—Oriental Engineering Co., 27, Foo Ching Building, Foo Hsin Si, Foochow, 6, offers congo black tea at 40 cents U.S. per lb., off Pacific ports, 5000 lbs. for minimum shipment.

8014 CUBA—S. J. Kenner, Santa Rita 256, Altos, Santiago de Cuba, offers large quantities of Cuban amber honey, and some 10,000 lbs. of yellow and half-dark beeswax. Honey is filtered, shipped in iron drums.

8015 DENMARK—Petersen & Ebling, 7 D Triangelen, Copenhagen O, offers all lines of production in arts.

8016 DENMARK—B. Svendsgaard, Set. Peders Straede 38, Copenhagen, offer bronze chandeliers of superior quality of Danish art.

8017 FRANCE—Edmond Cohen, 11, Boulevard Garibaldi, Marseille, offers essential oils of "lavande," plants of "lavande," for gardens, and all aromatic plants, including "vanilles en gousses."

8018 GERMANY—W. Bernhard Renner, 28 Siechenstrasse, Weiden Oberpf. Bayern, U. S. Zone, offers glass and glassware.

8019 GREECE—Ap. Corinis & Co. Papagorgiou Str. No. 9, Thessalonica, 4, Athens, offers olive oil.

S. F. Mining Leaders Invited To Government Conference

Two members of the S. F. Chamber's Mining Committee have been invited by the United States Interior Department to meet with J. A. Krug, Secretary of the Department tomorrow (Friday, December 12).

Aviation Groups To Observe Kittyhawk Day, December 17

The 44th anniversary of the birth of aviation will be commemorated next Wednesday, December 17, at a Bay Area-wide Aviation Dinner at Alameda Naval Air Station.

• The Kitty Hawk Day dinner will climax a week of activities honoring the Wright Brothers' first successful flight in 1903.

The dinner is sponsored by the Bay Area Chapter of the National Aeronautics Association. Tickets at \$3.50 per person can be obtained at the San Francisco Chamber of Commerce, 333 Pine Street.

Screen star Dick Powell will be master of ceremonies of the dinner and dance. Honored guests will include Mayor Roger D. Lapham; Dr. Luis D. Alvarez, University of California physicist and inventor of the ground control approach landing system; and other military and civic aviation leaders.

Numerous door prizes, including helicopter rides, airplane stunt rides, and a navigation computer will be awarded.

McKee Heads American Merchant Marine Group

Election of Frank McKee, manager of the Washington office of the San Francisco Chamber of Commerce, as chairman of the executive committee of the Joint Committee for the American Merchant Marine was announced this week by the Chamber.

• The committee was formed during the recent annual meeting of the Chamber of Commerce of the United States and is composed of fifteen groups interested in the development of an adequate merchant marine.

Other members of the executive committee are: Samuel D. Schell, vice president, National Federation of American Shipping; Winder R. Harris, vice president, Shipbuilders Council of America; Hoyt Haddock, executive secretary, CIO Maritime Committee; John Philip Fred, president, metal trades department, American Federation of Labor; Verne Sullivan, transportation department, U. S. Chamber of Commerce; John Forney Rudy, director, public relations department, National Federation of American Shipping; Harold Harding, national secretary, Propeller Club of the United States; John Green, president, Industrial Union Marine & Shipping Workers of America.

• They are Worthen Bradley, President of the Bradley Mining Company and Chairman of the California Section of the American Mining Congress, and S. H. Williston, Vice President and Treasurer of the Cordero Mining Company.

Purpose of the meeting is to establish a National Minerals Advisory Council. The Council would advise the Secretary of the Interior on program and policies relating to the minerals supply position of the United States.

In addition to the San Franciscans, 29 other individuals from all parts of the United States who represent all major branches of the mineral industry have been invited to attend the meeting.

District Christmas Decorations Contest

A city-wide contest to determine the best decorated district business section was announced today by Carl J. Eastman, president, San Francisco Chamber of Commerce.

• The contest will be handled by a special Chamber committee on district Christmas decorations. Fifteen or more San Francisco neighborhoods will participate in the event which is designed to stimulate district interest in the development of attractive Christmas displays.

First, second and third prize trophies will be awarded the winners. Stores receiving honorable mention will be awarded ribbons.

Judging will be based on originality, attractiveness and general Christmas atmosphere for both store windows and street decorations, according to Committee Chairman R. J. Barbieri.

Judges named by the committee are: George Affolter, display manager, I. Magnin Co.; Alex Demey, display manager, Roos Bros.; Walter Rowley, display manager, The Emporium; Edward Goepner, partner, Podesta and Baldochi; and Mrs. Henry Dippel, president of the City and County Federation of Women's Clubs.

District decorations will be judged Friday, December 19, according to Barbieri, an official of the Bank of America.

Other members of the committee are: Henry Budge, Jr., Radio Publications; Henry King, president, San Francisco Junior Chamber of Commerce; Matthew C. Carberry, assistant treasurer, San Francisco Chamber; and D. P. Street, managing director, Retail Merchants Association of the Chamber. President Carl J. Eastman is honorary chairman of the committee.

S. F. Foreign Trade Zone Approved

S. F. Market Weeks Slated for January and February

Two of San Francisco's important Market Weeks are scheduled for the very near future.

• Frank K. Runyan, president, Western Merchandise Mart, revealed that the Western Winter Market will be held February 2 through 7.

Anticipating one of the most important Winter Markets in years, Runyan predicted a continuing high demand for all kinds of home goods.

More than 2000 manufacturers will take part in the Seven-Markets-in-One, which include furniture, floor coverings, radios and appliances, gifts and housewares, decorative textiles, linens and domestics, and toys and juvenile goods.

Mid-Season Apparel Market Week has been set for January 23 through 31, according to an announcement by Sylvan Frank, chairman, Mid-Season Market Week Committee, Manufacturers and Wholesalers Association.

Buyers may arrange hotel accommodations through the Association-sponsored Resources Council, Frank said.

The Western Spring Gift, Jewelry and Housewares Show at the Civic Auditorium will be held February 4 through 8.

Campaign Underway For Southern Crossing

Crystallizing San Francisco's preference for a southern bay crossing, plans have been launched for organization of an area-wide caravan to go to Sacramento to inform State officials of the Bay Region's preference for the southern crossing proposed by the city and approved by the Army and Navy.

• At a meeting last week organized by Mayor Roger D. Lapham and Supervisor Marvin E. Lewis, chairman of the County, State and National Affairs Committee of the Board of Supervisors, 850 representatives of more than 300 Bay Area organizations voted overwhelmingly in favor of the southern crossing.

Appearing on behalf of the San Francisco Chamber of Commerce, President Carl J. Eastman declared the Chamber has reaffirmed its endorsement of the southern crossing subject to such modifications as further studies may justify.

Unanimity of preference was also expressed by John F. Shelley, State Federation president, San Francisco Labor Council, and Paul Schnur, secretary, San Francisco CIO Council.

San Francisco Congressional Representatives Richard J. Welch and Frank R. Havenner and Representative Miller of Alameda County also indicated their support of the southern crossing in telegrams which were read to the audience.

San Francisco's long-awaited Foreign Trade Zone became a reality this week.

• Meeting Monday (December 8) in Washington, the Board of Alternates, Foreign Trade Zones Board gave its approval to the city's application for use of part of Pier 45 as a zone site. Final approval will come from the Secretaries of Commerce, Treasury and War Departments.

W. J. Gilstrap To Head World Trade Group Here

W. J. Gilstrap, assistant vice president and manager of the Foreign Department, Wells Fargo Bank & Union Trust Company, was elected 1948 president of the World Trade Association of the San Francisco Chamber of Commerce at a meeting this week.

• The following were elected officers: first vice-president, G. A. Gumbrecht, resident partner, Henry W. Peabody & Company of California; second vice-president, Ralph V. Dewey, export manager, Marsman Company of California; third vice-president, Victor B. Smith, export manager, Sperry Flour Company; treasurer, W. L. Guthrie, assistant vice-president, Bank of America, N. T. & S. A.; and secretary-manager, Alvin C. Eichholz, manager, World Trade Department, San Francisco Chamber of Commerce.

Newly-elected directors are: Victor L. Arenth, John E. Fields, W. L. Guthrie, Frank Howland, John J. Jacobs, T. R. Jamieson, W. I. Nelson, Victor B. Smith and Robert Taylor.

Re-elected directors are: Frank Cook, Ralph Dewey, Harry C. Dunlap, A. Gempferle, W. J. Gilstrap, G. A. Gumbrecht, R. H. Kahman, E. Russell Lutz, H. A. Magnuson, L. I. McKim, James C. Morrison, Daniel Polak, J. H. Rogers, Harry R. Sims and Richard S. Turner.

Ex-officio members are: Past President Fred B. Galbreath and John J. Judge.

Major League Status Asked for S. F. Seals

Entrance of San Francisco into major league baseball was urged this week by the San Francisco Chamber of Commerce.

• In a telegram to Baseball Commissioner A. B. "Happy" Chandler, Eastman said, "We earnestly urge your favorable consideration of a major league baseball franchise for San Francisco.

"Baseball is a national pastime and the major leagues should be truly representative of the entire nation. San Francisco is well known as a city that supports professional baseball and would welcome major league status."

As a foreign trade zone, Pier 45 becomes a port where foreign goods can be stored and processed for eventual entry into the United States or transshipment without payment of duty.

Hailing the decision of the Board, Carl J. Eastman, president, San Francisco Chamber of Commerce, declared, "Approval of San Francisco's proposed Foreign Trade Zone is new recognition of the city's growing prestige as the international capital of the West.

• "Coming shortly after the approval of a World Trade Center for San Francisco and the recent establishment of a World Affairs Council, this action completes a series of progressive steps being taken to make San Francisco a leader in world affairs," Eastman said.

"As original sponsors of the Foreign Trade Zone Act of 1934 and the establishment of a foreign trade zone in San Francisco, the San Francisco Chamber of Commerce will not only promote the use of the zone locally, but will take the lead in advertising its facilities abroad."

Establishment of the foreign trade zone in San Francisco will help to make San Francisco's harbor the greatest in the Pacific Basin, according to Alvin C. Eichholz, manager of the Chamber's World Trade Department.

"It will not only increase the volume of imports at this port," Eichholz said, "but will also serve to advertise San Francisco's port to world traders in foreign countries."

San Francisco's interest in a foreign trade zone is historical.

In 1917 the San Francisco Chamber of Commerce initiated congressional legislation to provide for foreign trade zone operations at United States ports. This culminated in passage of the Foreign Trade Zone Act in 1934, authorizing both public and private corporations to make applications to the Foreign Trade Zone Board for the privilege of establishing operations and maintaining Foreign Trade Zones.

After approval of the Act by Congress, the Board of State Harbor Commissioners made applications in 1936 for a foreign trade zone at its location, Pier 45. The permit was not approved by the Zone's Board, which gave as its reasons the lack of protection against possible smuggling and lack of space for expansion should the zone's operations at Pier 45 outgrow that facility.

Again, in 1938, the Harbor Board submitted a new application calling for location of the zone at Piers 90-92, Islals Creek. Action on this application was delayed during the war.

In 1940 the Harbor Department again activated its application, offering as an alternative site Pier 50, extension to Mission Rock, as well as a request for reconsideration of Pier 45. After an exchange of views with the Foreign Trade Zone Board, the Harbor Department submitted an amended application last June, which called for the location of the zone at Pier 45, with the understanding that should operations outgrow these facilities, it would be moved to the new facility now being constructed at Mission Rock.

All this work in supplying up-to-date information on anticipated tonnage, costs of operation and other data pertaining to the operation of a Foreign Trade Zone in San Francisco was carried by General Robert H. Wylie, manager, Port of San Francisco, Board of State Harbor Commissioners, and the Foreign Trade Zone Committee of the San Francisco Chamber of Commerce, headed by G. A. Gumbrecht.

As a result of the Foreign Trade Zone Act and the establishment of a zone in San Francisco, the Chamber has also kept in close touch with the Federal Government regarding the view of obtaining early consideration of the local application.

State Has Grown 43 Per Cent Since 1940

California's increase in population since 1940 exceeds the total population of any one of 32 states of the nation, it was revealed today by the San Francisco Chamber of Commerce.

• Citing data recently released by the U.S. Census Bureau, G. L. Fox, manager of the Chamber's Industrial Department, revealed that as of July 1, 1947, California's population was 9,876,000, which is an increase of 2,968,613, or 43 per cent since April 1, 1940.

"Most Californians do not appreciate the full significance of the growth which has occurred in this state, although it is being more and more carefully studied by market analysts throughout the country," said Fox.

The three next fastest growing states in the nation are Michigan, Ohio and Texas, but together they had an increase of only 2,561,458, according to Fox.

• California's increase was 2.98 times that for Michigan; 3.43 times that for Ohio; 4.22 times that for Texas; 4.54 times that for New York; 5.85 times that for Washington and 5.97 times that for Florida, these being the next fastest growing states.

Fox said that if the entire 1947 population of Maine, New Hampshire, Vermont and Rhode Island had moved to California, the number would not have been as great as California's 2,968,613 increase.

Coast Retail and Wholesale Sales Up

San Francisco department store retail sales during October were one per cent below October, 1946, but up two per cent for the week ending November 8, and up three per cent for the 10 months' cumulative period, according to a Chamber Research Department study based on figures released by the Federal Reserve Bank of San Francisco.

• Latest independent retail store sales in San Francisco, reported by the U.S. Census Bureau, compared favorably with six other key cities in the nation. September sales compared to a year ago in San Francisco were up 11 per cent; Los Angeles up seven per cent; Chicago 13 per cent; Washington, D.C., nine per cent; Boston down one per cent; and Baltimore up nine per cent.

Independent retail store sales in San Francisco of 11 per cent for September and seven per cent for the nine-month cumulative period were greater than department store sales of six and three per cent respectively for the same period. The trend of independent store sales in other Bay cities for September for the same periods were: Alameda, up 13 and 14 per cent respectively; Berkeley, 13 and 21 per cent; Oakland, 10 and 15 per cent; Palo Alto, 17 and 23 per cent; San Jose, 2 and 15 per cent; and Vallejo, 16 and 12 per cent.

Pacific Coast wholesale sales during September were up 12 per cent over August and 19 per cent over last September, with the 9 months' cumulative up 18 per cent. Sales in the nation in September gained 20 per cent and 20 per cent for the 9-month period.

At the end of the 9 months, Pacific Coast wholesale dollar sales of groceries were up 8 per cent; meats 52 per cent; fresh fruit 4 per cent; shoes 32 per cent; automotive 10 per cent; while clothing and furnishings were off 9 per cent.

Kaar Engineering Doubles Plant Area

Expansion of the Kaar Engineering Company of Palo Alto, largest manufacturers of radio-telephones in the West, was revealed this week with announcement by President John Kaar of completion of the company's plans to purchase the buildings of the Briarwood Corporation, also of Palo Alto.

• The Company will double its present production capacity through this expansion, which will add 20,000 square feet to the company's operations, according to Kaar.

Kaar manufactures two-way radio-telephones for mobile bands, two-way marine radio-telephones, marine direction finders and station equipment.

Briarwood will continue to occupy part of the premises, consolidating their operations into about 13,000 square feet of plant area leased from Kaar, occupying part of the main building and two subsidiary structures. Briarwood will retain all their present employees in the manufacture of molded briar pipes and distribution of Ben Wade pipes, manufactured in Leeds, England.

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department. EXbrook 2-4511, Ext. 56.

D-6843—OREGON TURKEY RAISER wants food distributors in towns of 100,000 or less to supply stores with whole smoked turkeys 8 to 12 pounds each, to retail \$1.50 per pound. Contact Oregon City Chamber of Commerce, Oregon City, Oregon.

D-6850—WALKER-RYAN LTD., Suite 108 445 Granville St., Vancouver, B.C. wish to act as representatives for firms desiring coverage of Western Canada with emphasis on British Columbia. Contacts include executive heads and owners of large retail stores and industrial organizations.

D-6831—ALVIN O. BINSWANGER, 1412 N. Virginia St., Reno, Nevada, experienced salesman in food and beverage items desires to act as representative for San Francisco firms on brokerage or direct selling basis. Full coverage of Nevada area offered. References available.

D-6848—DAVID WU & COMPANY, 510 Battery St., San Francisco 11, California, seeking representatives or o.l.t. for their hand made pure linen hardierker line, silk lingerie and human hair nets.

D-6853—COLLIAT & COMPANY, 39 S. E. Salmon St., Portland, Oregon, would like to contact manufacturers of industrial supplies desiring representation in the Pacific Northwest.

Published weekly at 333 Pine St., San Francisco, Zone 4, County of San Francisco, California. Will Williams, Editor. Telephone EXbrook 2-4511. (Subscription, One Dollar a year.) Entered as Second-Class matter April 26, 1944, at the Post Office at San Francisco, California, under the act of March 3, 1879.

New Figures Show West's Chemical Output . . .

Growing importance of the western states in the production of chemicals is reflected in production figures for 1946, compiled by the United States Census Bureau and released by the Industrial Department of the San Francisco Chamber of Commerce.

• The new figures are one of the results of a program which the Chamber's Industrial Department has been conducting to bring about the availability of more information concerning production and consumption in the western states.

According to data which have been compiled, the 11 western states produced 17.4% of the entire nation's output of solid carbon dioxide (dry ice) in 1946; 100% of the natural soda ash and varying proportions of the nation's output of other important chemicals. Detailed data follow:

1946 PRODUCTION OF CERTAIN CHEMICALS IN 11 WESTERN STATES 1/

Item	No. of Producing Plants	Unit of Measure	Productions		
			11 Western States		United States
			Amount	% of U.S.	
Carbon dioxide, liquid and gas	11	M pounds	12,361	5.4	217,241
Carbon dioxide, solid (dry ice)	14	M pounds	112,322	17.4	644,689
Chlorine, gas	5	Short tons	121,729	10.4	1,165,129
Hydrogen	13	Mil. cu. ft.	1,889	10.7	17,605
Nitric acid (100% HNO ₃)	6	Short tons	50,362	9.8	573,827
Oxygen	27	Mil. cu. ft.	1,036	9.5	10,868
Soda ash, natural (Na ₂ CO ₃ equivalent)	4	Short tons	209,411	100.0	209,411
Sodium hydroxide, electrolytic liquid (100% NaOH)	4	Short tons	110,383	9.8	1,129,956
Sulfuric acid, contact and chamber 2/ (100% H ₂ SO ₄)	16	Short tons	588,336	6.8	8,658,553

1. States included are: Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming.

2/ Excludes fortified spent acid.

Source: Bureau of the Census.



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John Ek Named To New Chamber Membership Position

Appointment of John Ek, manager, Membership Department, San Francisco Chamber of Commerce, as membership head of the Oakland Chamber of Commerce was announced today by Louis B. Lundborg, San Francisco Chamber General Manager.

• "Ek has set an outstanding record in the membership field during his 20 years of service with chambers of commerce," Lundborg said, "and has contributed substantially to the progress of the San Francisco Chamber during his three-year association with our organization.

"His extensive knowledge of membership relations well qualifies him for his new position in this field."

Ek came to the San Francisco Chamber in 1944 after 15 years as membership manager of the Omaha Chamber. His complete plan for that organization's 1940 membership drive was published in the U. S. Chamber's membership campaign manual. He has also conducted regional and nationwide training courses in membership work for organization managers at their training institutes.

Here's What Happens To Past Presidents . . .

The 1948 roster of the San Francisco Chamber's Board of Directors reveals the names of six past presidents of the Junior Chamber of Commerce, the largest number ever to appear on the Senior Chamber's Board.

They are W. P. Fuller Brawnner, new Chamber president; Paul Bissinger, Milton H. Esberg, J. A. Folger, Dwight L. Merriman, and Henry B. King.

Apparel Leader Presents Awards



Adolph P. Schuman, president, San Francisco Manufacturers and Wholesalers Association, presents plaques to Carroll Suyker, Domestic Trade Manager, San Francisco Chamber of Commerce, (left); and Chamber President Carl J. Eastman (right), in recognition of their participation in the local apparel industry's recent flight to Paris.

Cutler Appointed To World Trade Center Post

Appointment of Leland W. Cutler, vice president, Fidelity and Deposit Company of Maryland as a member of Governor Warren's San Francisco World Trade Center Authority was declared today by Carl J. Eastman, San Francisco Chamber president, to be "recognition of Cutler's tireless work in behalf of the project for the past three years."

• Cutler has served as president of the World Trade Center, Inc. since 1944 when the non-profit corporation was set up under the sponsorship of the Chamber and World Trade Association.

Also appointed to the Authority were: Floyd Billingsley; J. A. Folger, newly elected director of the San Francisco Chamber of Commerce; Paul L. Davies, L. K. Marshall, Professor E. T. Grether, Charles Howard, and George Pollock.

Landing Aids Survey Launched at Airport

A \$10,000 survey has been launched at San Francisco Municipal Airport to determine its long-term needs for all-weather commercial flying, according to an announcement by B. M. Doolin, airport manager.

• The Public Utilities Commission, said Doolin, has negotiated a survey contract with Aviation Facilities Associates, a corporation comprised of the personnel who have carried out technical experiments in landing aids at the Landing Aids Experiment Station, Arcata, California, for the past three years.

Terming the commission's action as a most valuable contribution to the development of this airport as one of the world's finest international air terminals, Carl J. Eastman, San Francisco Chamber president, added that the Chamber "naturally, is very proud of the part it played in initiating this projected study and seeing it brought to fruition."

City Unity Means C



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Community Prosperity

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1946

Chamber of Commerce, recognizing
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West Portal . . .



. . . North Beach

DOMESTIC TRADE TIPS

A digest of correspondence received from those desiring, or offering, lines of merchandise for representation. They are listed here as a service without necessarily bearing endorsement by the Chamber. For further details contact the Domestic Trade Department, EXbrook 2-4511, Ext. 56.

D-6849—MR. A. V. CHAPMAN, JR., President, Alaska Market Research and Sales Company, Box 201, Anchorage, Alaska, desires to represent San Francisco manufacturers of any type of merchandise that may be classified as a consumer item in the Territory of Alaska. The firm maintains offices in Anchorage, Fairbanks and Juneau and covers the entire Alaskan market.

D-6860—ALEX RONALD, 50 West 45th St., New York City 19, N. Y., manufacturers' representative offers coverage for manufacturers of mill supplies, hardware and light machinery in New England, New York, New Jersey, Pennsylvania, Delaware, Maryland and District of Columbia.

D-6861—KINGMAN ASSOCIATES, INC., 46 Cornhill, Boston 8, Mass., manufacturers' representatives and distributors offer coverage of New England selling to department stores, specialty shops and some industrial concerns.

D-6862—CARTER—ADVERTISING AGENCY, INC., 912 Baltimore Ave., Kansas City 6, Missouri, representing an established manufacturer of air sanitizing appliance which combines action of ultra-violet light and ozone. Is applicable to restaurants, eating places, theaters, dairies, garages and homes. Seeking representative in San Francisco territory.

D-6863—R. F. HUXMAN, 3903 East 82nd St., Seattle 5, Washington, manufacturers' representative desires to contact manufacturers of building products and specialists wishing representation in the Northwest.

D-6864—STARLINE PRODUCTS, Crest Pacific Bldg., 1717 No. Main St., Los Angeles 12, California, manufacturers of lucite bathroom fixtures, seeking manufacturer's representative in San Francisco territory. Primarily sold to department stores, jobbers and exporters.

FOREIGN TRADE TIPS

The San Francisco Chamber of Commerce cannot guarantee any firm or individual mentioned in Trade Tips. It is suggested the usual investigation be made in the home market. For details, call World Trade Department, EXbrook 2-4511, Ext. 57 and refer to the Trade Tip's number. Stars indicate that names and addresses of references are on file.

IMPORTS

8229 HONG KONG—L. Y. Winifred & Co., P.O. Box No. 761, No. 310 Des Voeux Road, Central 1st floor, are manufacturers of cotton knifeweaves of all kinds, cotton piece goods, camphorwood and teakwood chests and furniture. Also export Chinese products: firecrackers, rattan core and general merchandise.

8021 HONG KONG—Pacific and Oriental Trading Corporation, Prince's Building, 3rd floor, Des Voeux Road, C., offers essential oils, camphor powder, bristles, star aniseeds, tea-seed oil, menthol crystals, firecrackers, duck feathers, vegetable seeds.

8220 HONG KONG—Messrs. Himly Limited, 32 Connaught Road, C., offer firecrackers.

8023 INDIA—Messrs. Hariam Dinanath, 160 Cross Street, Calcutta, offer mica.

8024 INDIA—The Panjab Cotton Sports Nets Mfg., 55 Thaparnagar, P. O. Box No. 38, Meerut, manufacture fishing nets, landing nets, dip nets, all kinds and sports goods.

8025 ITALY—Intermaritima, Società Imprese Marittima e Commerciale, Campetto 7/5, Genoa, offer natural slate; rough-sawn and worked; billiard tables; blackboards; framed school-slates; marble: white and colored, marble chippings; wines: vermouth, Italian champagne, liquor specialties: straw hats and straw slippers for hats, basks, etc.; ceramics; and angora wool yarns.

8026 ITALY—Vittorio Chiesa & Co., Via Durini 18, Genova, offer specialties in the exportation of fresh and dried chestnuts, sulfured fruits (cherries, citrus, etc.) candied fruits, etc. Would like to establish contact with firms in the same line here.

Industrial Exposition Plans Underway



William T. McGregor, president, Berkeley Junior Chamber of Commerce, conducts members of the Board of Directors of the Bay Area Industrial Exposition on a tour of the Berkeley Industrial Exposition. All Bay Area Junior Chambers are cooperating in promoting the Bay Area Industrial Exposition to be held in San Francisco's Civic Auditorium July 2-9, 1948.

Oroweat Expands Baking Plant Facilities

One of San Francisco's largest bread manufacturers announced its expansion this week with the acquisition of the entire facilities of the Peoples Baking Company of San Francisco and Oakland, by Oroweat Baking Company.

• The new facilities acquired by Oroweat include two large plants and provide Oroweat with a capacity of 100,000 pounds of bread daily.

In announcing the expansion, E. M. Nagel, Oroweat president, said, "This latest development is in line with Oroweat's policy of service to Bay Region residents, and puts the company in a position to meet the ever-growing demand for specialty breads."

Although Peoples Baking Company now discontinues operations, many of its products will remain available under the Oroweat label.

N. S. Coombs Named 1948 CANCCOCE Head

Election of N. S. Coombs, secretary of the Napa Chamber of Commerce, as president of the Northern and Central California Chamber of Commerce Executives was announced through the San Francisco Chamber of Commerce.

• The organization, which is composed of 70 Chamber of Commerce executives from Northern and Central California, held its annual election last week at a luncheon meeting at the Fairmont Hotel.

Elected vice president was Philip S. Breck, secretary, Santa Cruz Chamber; and secretary-treasurer, Carroll Snyder, San Francisco Chamber.

Directors for the coming year will be: Don Quinn, Chico Chamber; Robert Cowden, Modesto Chamber; John Croul, Healdsburg Chamber; and Dick Phinney, Monterey Chamber.



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San Francisco Bay Area Outlook for Business and Industry for 1948

Research Department—San Francisco Chamber of Commerce

• GROWTH

The San Francisco Bay Area by mid-1948 will have absorbed more than one million new residents since 1940. Therefore, to support and supply the needs of these new residents, the Bay Area economy will need in 1948 nearly 60 per cent more consumer goods, on a unit basis, than it required in 1940. There are about 2,670,000 persons in the Bay Area (Nine Counties) or 27 per cent of the State total. The net gain in residents in this Area exceeds the entire present population of such prominent areas as the District of Columbia, or the State of Maine. Federal Agencies during 1947 again confirmed that this Area is experiencing the greatest growth of any of the major urban areas in the nation.

Estimated 1947 income of the civilian residents in the Nine Bay Counties will probably reach \$4,200,000,000. The civilian employment will approximate 1,050,000 persons or 270,000 above the 1940 level. Bay Area financial transactions for 1947, measured by bank debits to individual accounts, will amount to about \$33,000,000,000 or 10 per cent above the preceding year, and 2.7 times the pre-war level. This year's retail trade is estimated at about \$2,800,000,000, and trade at wholesale at just under \$6,000,000,000.

• CONSTRUCTION

In both real estate sales and private building construction, the San Francisco Bay Area chalked up another great year in its history during 1947. Present indications are that total construction in the San Francisco Bay Area during 1947 will be about \$450,000,000 and will be divided practically equal between so-called "heavy" and ordinary construction types. Building permits for 26 reported cities in this Area will account for \$170,000,000 with another \$55,000,000 for unreported areas, making a total of \$225,000,000 in ordinary construction, of which total housing represents 70 per cent.

During 1947 Bay Area housing starts will provide about 21,000 dwelling units. At the average construction costs this year, these dwellings will amount to about \$160,000,000. The annual market for dwelling units in the Bay Area during the next 6 years is estimated at nearly three times the number started this year, and at present costs would amount to approximately \$436,000,000.

About 84 per cent of the postwar housing provided in this Area has been owner-type or for sale units and only 16 per cent rental-type units—against

an average demand of about 50 per cent of each type by the Bay Area economy. Possibilities for rental-type units during the coming year will be better, as some of the outstanding local builders have announced plans to build multi-family dwelling units; one group alone has projected a series of privately financed six and eight-story multi-family dwelling units sufficient to accommodate ten thousand people.

California total construction during 1947 will amount to more than one billion and one-quarter dollars, and will lead all States in the nation with Texas and New York following.

• PUBLIC IMPROVEMENTS

In addition to the tremendous private industrial expansion program in this area, many public improvements are being planned by the various communities. Outstanding, are the Progress Bonds for \$87,050,000 approved recently by the people of San Francisco to provide for basic public improvements, including \$22,500,000 for rehabilitation of the municipal railway system; \$22,850,000 for street improvements, including special provision for several major through-streets and street extensions; \$5,000,000 to provide off-street parking facilities to relieve congestion and expedite traffic; \$12,000,000 to pay the cost of improving and enlarging public playgrounds and recreation centers for the City and County of San Francisco; and \$25,000,000 to pay the cost of construction of a second pipeline across the San Joaquin Valley to augment the existing water supply of the City and County of San Francisco. Civic plans for 1948 call for expenditure of nearly \$33,000,000 in San Francisco for immediate improvement of the transit system, streets, recreation and water supply.

Also some public utility corporations, such as the Pacific Gas and Electric Co., and the Pacific Telephone & Telegraph Co., with headquarters in San Francisco, have extensive expansion programs reaching into hundreds of millions of dollars for the 1946-1948 period.

• EMPLOYMENT

Civilian employment outlook in the Bay Area continues to be good in certain skilled building trades and in some clerical and semi-professional and pro-

Merry Christmas

professional lines. Estimated total civilian employment for the San Francisco Bay Area at the close of 1947 was about 4 per cent above the Spring level. The pattern of employment in the Bay Area by various industry groups in 1947 corresponds more nearly to the 1940 pattern than during any intervening year as the activity became more closely related to a civilian economy. Particularly is this true in the major groups such as manufacturing, trade, service, and government employment.

The distortion of the Bay Area civilian economy by war activities and the return toward normalcy is illustrated in the following table:

Industry Group	April 1940	Mid-war	May 1947
Agriculture, Forestry, Fishing...	2.77	1.97	1.94
Construction	5.27	3.88	6.84
Government	9.32	12.92	9.99
Manufacturing	20.71	38.86	21.08
Mining	0.23	0.14	0.18
Trade and Service	49.27	32.72	45.78
Transit, Communications & Utilities	10.77	8.93	14.19
Unclassified	1.66	0.58	

Total 100.00% 100.00% 100.00%

Unemployment claims in the State at the beginning of December were 25 per cent fewer than for a corresponding period last year. The Bay Area, which contains about 30 per cent of the insured workers of the State, accounted for only 19 per cent of the State's total unemployment claims. The Bay Area's industrial relations have made marked improvement in recent years. Industrial disputes here during the past 5 years average 50 per cent below the 1935-1939 base period, while disputes in the nation average 50 per cent increase. One hundred forty major labor contracts were negotiated in this Area during 1946 and all but one were settled without a strike, indicating that one hundred thirty-nine unions were willing to sit it out at a bargaining table rather than fight it out on picket lines.

• MANUFACTURING

Bay Area industrial expansions during 1947 continued to hold nation-wide attention with new industries and expansions amounting to 600 projects with investments of 100 million dollars. Nearly 2,000 industrial projects have been announced for Northern California since V. J. Day with total outlays of 325 million dollars.

During the year the Ford Motor Company and the General Motors Corporation offered to purchase more than 100 million dollars worth of car parts a year from California manufacturers, and a number of plants in the Bay Area have already signed contracts. Of 200 of the largest industrial projects, 46 expected to invest 1 million dollars or more on their individual projects; whereas 34 expected to expend between 500 thousand and 1 million dollars; and 90 others planned programs ranging from 100 to 500 thousand dollars. More than one-quarter of the major projects are related to the food industry.

Some of the specific companies and their estimated expenditures follow: Columbia Steel Co., cold roll reducing mill, \$25,000,000; Fibreboard Products, 3-year expansion, new board mill, \$24,000,000; The Paraffine Companies, Inc., expansion program under way, \$11,000,000; Westinghouse Electric Corporation, expansion program under way, \$10,000,000; General

Electric Company, new motor plant, \$2,000,000 and expansion \$1,700,000; Chrysler Corporation, new plant construction, \$7,500,000; Standard Oil Company of California, refineries additions \$7,000,000, and purchase of government-owned refinery \$6,000,000; Owens-Corning Fiberglass Corporation, purchased 42 acres for new plant \$7,000,000; Campbell Soup Company, completion of new plant \$4,000,000; Rheem Manufacturing Company, 56-acre site for new plant \$4,000,000; General Foods Corporation, 27-acre site for largest of company's plants in the United States, \$4,000,000; American Radiator & Sanitary Corporation, new plant on 5½ acres being built, \$3,500,000; Blakes of Berkeley, purchase of 8 acres for new plant, \$3,000,000; United Air Lines, expansion, \$3,000,000; Graham Industries, Inc., dry-dock, \$2,750,000; Tidewater Associated Oil Company, crude oil distillation unit \$2,500,000; International Mineral and Chemical Company, new plant \$2,500,000; Myers Drum Company, steel drum plant, \$2,500,000; Pacific States Steel Corporation, 3 buildings for rolling mill equipment, \$2,000,000; Regal Amber Brewing Company, expansion, \$2,000,000; Western Crown Cork and Seal Company, new plant, \$1,750,000; Marchant Calculating Machine Company, expansion, \$1,500,000; L. A. Young Spring and Wire Corporation, 17-acre site, convert 3 buildings, \$1,500,000; W. P. Fuller & Co., expansion \$1,000,000; California & Hawaiian Sugar Refining Corporation, expansion, \$1,000,000; Western Waxed Paper Co., Division of Crown Zellerbach Corporation, new plant and expansion, \$1,000,000; California Prune and Apricot Growers, new plant and warehouse, \$1,000,000; Kaufman Meat Company, first 2 units under construction, \$1,000,000; Leslie Salt Company, expansion, \$1,000,000; H. J. Heinz Company, new plant on 75-acre site, \$1,000,000; Johns-Manville Products Co., 20,000-ton paper mill addition, undisclosed; Plant Rubber and Asbestos, large new building, \$1,000,000; Blaw-Knox Corporation, 26-acre site for new plant, \$1,000,000; Butler Packing Company, new plant on 10 acres; Pacific Can Company, new plant, \$1,000,000; General Motors Corporation, new repair plant for diesel locomotives, undisclosed; Colgate-Palmolive Pet Company, 5-story building addition, \$1,000,000; Pacific Tire and Rubber Company, expansion, \$1,000,000; B. Cribari & Sons, new wine plant, \$1,000,000; Shell Chemical Corporation, expansion, \$1,000,000; Rainier Brewing Company, plant expansion, \$1,000,000; Hall Scott Motor Car Corporation, reorganization and expansion, undisclosed; Rosotti West Coast Lithograph Corporation, new plant, \$1,000,000; Food Machinery Corporation, general expansion, \$1,000,000; Libby McNeill & Libby, plant expansion, \$1,000,000; and Tea Garden Products Company, 10-acre site for new factory, \$1,000,000.

There are a number of smaller communities in the Bay Region in addition to the larger central cities of San Francisco and Oakland, which are sharing in the rapid industrial development. They include Pittsburg, Richmond, San Leandro, Crockett, Hayward, San Jose, Redwood City, Santa Clara, Alameda, Berkeley, Emeryville, Sunnyvale, Antioch, South San Francisco, Avon, Alviso and Niles.

"Don't Let Death Take You

Plant expansions and equipment costing \$70,000,000, authorized by the U.S. Steel Corporation in the Western states since the end of the war, were recently announced to supply an increased demand for steel by the widespread and diversified expansion of industries in the West. Geneva Steel Co., Utah, has a program for production of 85,000 to 95,000 tons of steel ingots per month; approximately 50,000 tons of steel plate are made from these ingots, 11,000 tons for structural shapes and 6,000 tons for steel billets monthly. There are 5,600 persons employed at the Geneva Works. Included in this giant steel program is a new \$25,000,000 cold roll reduction mill at Pittsburg to make sheet steel and tin plate. About 800 men will be required to run the new mill at Pittsburg in addition to the 3,000 already employed there by Columbia Steel Co.

● RETAIL TRADE, CONSUMER DEMAND

Retail sales in the Bay Area are expected to reach about \$2,800,000,000 in 1947 or \$330,000,000 above the 1946 level, and more than \$1,900,000,000 above the prewar level. Net increase in taxable retail sales outlets in the Bay Area rose at the rate of about 400 per month during the past year, bringing the total outlets to 62,921 on July 1, 1947 for a gain of 4,736 sales outlets or 8.1 per cent above the previous year.

● CONVENTIONS AND TOURISTS

A three-year California Centennial Celebration has been scheduled for 1948-49-50. Plans are being shaped by the Governor-appointed State Centennial Commission so that it "shall result in as many accomplishments of value as possible."

The Bay Region, with its rich historical significance in relation to the discovery of gold in California and the establishment of Statehood, will play a leading role. One of the principal tourist agencies anticipates that during 1948 alone, tourists to the Bay Area and Northern California will spend over one hundred million dollars. San Francisco, key city to the Area, has many charming hotels and world-famed eating places and many convenient meeting places. Convention delegates alone pouring into this community average more than one hundred thousand per year.

● WORLD TRADE

San Francisco Bay Area business men will probably ring up about 1 billion dollars worth of trade with foreign countries and U.S. possessions during 1947 and set up a new volume record. Final reports for 1946 revealed total trade of 649 million dollars.

The figures re-emphasize the fact that a part of almost every income dollar earned in the northern California area is derived directly or indirectly from the activities of the port. The farmer, manufacturer, merchant, railroads, steamships, banks, insurance companies, warehouses, laborer, and the householder are involved in the movement of these goods.

The Philippines now offer excellent overseas opportunities for Bay Area investors, the great Bay Area construction firms, manufacturers and foreign traders. The United States is preparing to advance and pay war damage aggregating more than 750 million dollars into the Philippines during the next few years.

● World Trade Center

Authorization by the State Legislature during the year of the \$55,000,000 San Francisco World Trade Center, and the Governor's appointment of an eleven-member World Trade Center Authority, were major strides in the implementation of this

great Trade Center. Recognized as a long-range project requiring a number of years for completion, some of the progressive steps include perfecting an organization plan; selection of an administrative staff; underwriting and financing; and acquisition and clearing of a site—which may involve the development of a new Commission district for San Francisco. Construction of a 36-story main central tower building is considered as a first step to house the foreign traders, consulates, export manufacturers, banking, insurance, transportation, and other related concerns.

The capital investment budget for the construction of the World Trade Center in San Francisco as presented to the California State Legislature called for site acquisition—\$5,200,000; preliminary development including clearing the site—\$2,350,000; construction—\$28,705,000; financing—\$2,200,000; \$5,500,000 for interest during the period of construction; and the balance for numerous items, none of which exceeded 5 per cent of the total cost. Estimated cost of a new Commission District, proposed to be located in the vicinity of Channel Basin, is about \$3,500,000. The tentative over-all plans for the Trade Center call for 2,339,406 sq. ft. of area distributed as follows: 1,086,876 sq. ft. of rentable office space; 177,530 sq. ft. of rentable store space; 315,000 sq. ft. rentable lifts; 610,000 sq. ft. for other rentable purposes; and 150,000 sq. ft. parking area and other transportation facilities.

● Foreign Trade Zone

Approval of San Francisco's proposed Foreign Trade Zone is new recognition of the City's growing prestige as the International Capital of the West. Coming shortly after the approval of a World Trade Center for San Francisco and the recent establishment of a World Affairs Council, this action completes a series of progressive steps being taken to make San Francisco a leader in World Affairs. Establishment of the Foreign Trade Zone will help to make San Francisco's Harbor the greatest in the Pacific Basin.

● MAJOR SUPPLY BASE, BUYING CENTER

San Francisco, one of the major supply bases and production and buying centers of the nation, is strategically equipped for exchange of goods and services and two-way trade. Concentrated here are tremendous regional supply bases and buying and selling headquarters of large establishments. There are but three larger wholesale markets in the nation. Trade at wholesale this year is estimated at nearly 6 billion dollars or about 1 billion dollars above 1946. Long the dominant port of the Pacific in World Trade, many products of producers in Northern California, enroute to national and world markets, are processed and assembled in San Francisco. Wholesale merchants, manufacturers' sales branches, brokers, importers, exporters, and assemblers, buy and sell their good in this market—the largest wholesale center west of the Mississippi River. Warehouse facilities in San Francisco alone are tremendous with 2,500,000 sq. ft. of dry storage space and 5,000,000 sq. ft. of cold storage space.

The Western Merchandise Mart, now a \$6,000,000 wholesale center of the West, opened a \$2,000,000 addition during the year. There are now more than 400 permanent exhibits representing lines of about 2,000 factories, of which approximately one-third have established selling outlets recently in the Mart. It is anticipated that the volume

er Holiday—Safety First!"

of business of goods sold through markets served out of the Mart will approximate \$600,000,000 annually.

Research is the basis of sound agricultural and industrial expansion. Raw materials which have lain dormant for years suddenly become useful and valuable by virtue of research and invention. One-third of the West's research institutions are established in San Francisco. San Francisco, the Nation's Western Capital, serves as a great research and management center. On the median line of Pacific Coast population, agriculture, commerce, finance and industry, it is the focal point of land, sea and air travel with unexcelled accommodations for conventions and visitors—only New York and Chicago have more hotel guest rooms. There are also many meeting places. Nearly 200 Federal Agencies and Bureaus—many of which have Area or Regional jurisdiction—and many State agencies have headquarters in San Francisco. Thousands of commercial and professional institutions have headquarters or regional offices here also.

• COMMUNICATIONS

San Francisco is one of the two World communication centers in the nation. Trans-Pacific communications are directed here through regional headquarters of four major radio communication systems and one cable system; and it is the headquarters of the telegraph and telephone companies connecting the Western Regional Area with the nation. It is also the communication center for the Navy's Western Sea Frontier and the Army's Western Command and relay station for the Pacific overseas area. The West Coast Overseas Foreign Air Communication station is operated here by the Civil Aeronautics Administration which gathers and disseminates important weather information throughout the vast radio network covering the Western Pacific and the Orient.

• DISTRIBUTION FACILITIES

A vast transportation network, including transcontinental rail and highway facilities, air transport services, and steamship lines, converge in San Francisco, bringing unexcelled transportation to local industry and business. San Francisco's fortunate geographic position on the Pacific Coast, combined with excellent distribution facilities, makes it possible for business and industry located here to serve a larger portion of the Western markets at lower distribution costs than can be reached from any other Pacific Coast city.

San Francisco is the air terminal of the Pacific, the entrance to North America from points in the Orient and the exit from points in North America to the cities of Asia and the Far East. Offices are maintained here by six major airlines which offer regular scheduled service linking the San Francisco Bay Area to the rest of the United States and to the world. San Francisco Municipal Airport, recognized as one of the world's major airports and one which carried an unprecedented wartime load of passenger and cargo traffic, has entered an era of peace with a twenty million dollar modernization and expansion program designed to serve the air age as the major passenger, cargo and mail "gateway" to the world.

San Francisco is the headquarters of operations for one of the Pacific Coast's major feeder-air line services, linking innumerable smaller communities throughout California to San Francisco and the rest of the nation. It is also the Western operations base and the system-wide maintenance base of one of the largest U.S. scheduled air carriers. Four of the nation's larger non-scheduled, or "irregular" air carriers also operate into and out of San Francisco and the Bay Area carrying annually thousands of tons of air cargo. Charter air services, fixed base operations, flight training,

airplane repair and maintenance and distribution and sale of airplanes are services available through an ever expanding network of smaller airports intended to meet the needs of private plane owners. San Francisco is the base of operations for three transoceanic carriers offering regularly scheduled service to our neighbors in Alaska, Hawaiian Islands, Australia, the Philippines, China and the Orient.

• AGRICULTURE

The basic interests of the urban communities and the agricultural areas are mutual. Estimates reveal that more than 20,000,000 acres of farm land are needed to supply food and raw materials for the present population and industry of the Bay Area. Inauguration of an annual San Francisco Agriculture and Business Conference to explore mutual problems of San Francisco business and neighboring agriculture areas was recently announced by the San Francisco Chamber of Commerce. The initial Conference will be held in February 1948 in San Francisco.

The distribution of agricultural products from neighboring areas are facilitated in the Bay Area through the services rendered by the many State and Federal agencies and by the financial and insurance agencies, research laboratories, export agencies and transportation services. Some of the major associations in the State are headquartered here, including such agencies as the California Dairy Industry Advisory Board, California Turkey Growers, California Canning Peach Association, California Olive Association, California Cattleman's Association, California Wool Growers Association, Cannery League of California, Associated Farmers of California and the Poultry Producers of Central California. Sixty-seven per cent of all farms in the State are located in Northern California, tributary to the Bay Area, and seventy-eight per cent of the farm acreage.

Cash farm income from principal crops and livestock items produced on farms in Northern California account for 68 per cent of the State total—now in excess of 2 billion dollars annually.

• LONG RANGE DEVELOPMENTS

Some special events announced during the year with long-range significance in the future development of San Francisco and the Bay Area include:

- Designation by the Secretary of the Navy of the vast development at the San Francisco U.S. Naval Shipyard at Hunters Point as a major Naval Base for the San Francisco Bay Area.
- Authorization of the \$55,000,000 San Francisco World Trade Center by the California State Legislature.
- Approval of San Francisco's proposed Foreign Trade Zone as new recognition of the City's growing prestige as the International Capital of the West.
- Inauguration of an annual San Francisco Agriculture and Business Conference to explore mutual problems of business and neighboring agriculture areas.
- Announcement by the State Toll Bridge Authority of the need for two additional trans-bay crossings between San Francisco and the Eastbay.
- Announcement that the San Francisco Stock Exchange moved to first place in October among the Nation's Regional Exchanges in total dollar value of securities transactions.
- Creation of a Bay Area Industrial Exposition to be held in the Civic Auditorium in July 1948.
- Approval of \$87,000,000 Progress Bonds by the people of San Francisco.
- Recognition of San Francisco's future as a Style Center was emphasized by the delegation of apparel manufacturers, models, civic leaders, press and radio representatives who flew to Paris and comprised the first All-American Fashion Show in the French Capital.
- Adoption of a new Building Code for the City and County of San Francisco.
- Selection of a new Mayor for San Francisco who has indicated he is going to get constructive and progressive action in San Francisco.

